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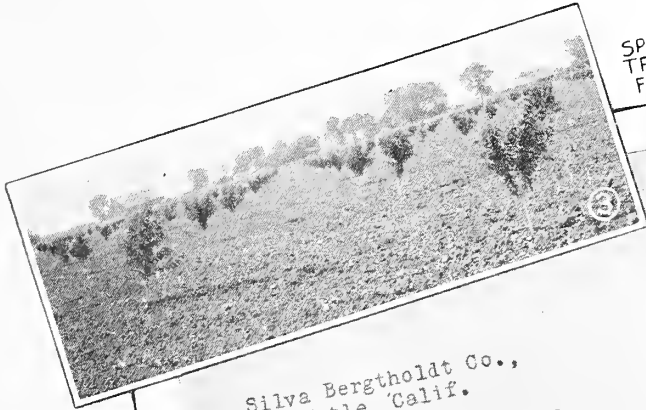
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no. 12
To Messrs. Smith & Brown
of New York City

Catalogue of California Fruit Trees

Trees that make good



SPECIMEN ROW OF 2680
TREES FOUR MONTHS OLD
FROM THE PLANTING. ~

Live Oak, Calif.
June 29th, 1923.

Silva Bergtholdt Co.,
Newcastle, Calif.

Gentlemen: -

Enclosed herewith I am sending you three photographs of our young orchards which I believe will be of interest to you.

The one marked No.1 is of 1050 Gaume Clings that were purchased from your nursery in the spring of 1921; these 1050 trees were planted March 9th and 10th 1921; they are now 27 months old and from the 1050-- 27 month old trees the Superintendent of Libbey, McNeil and Libbey Cannery estimates that there should be harvested this year between thirty and forty tons.

Photograph No.2 is of 1824 peach trees that I purchased from your nursery the spring of 1922 and finished planting the 7th day of February 1922; out of this planting of 1824 trees I lost but three trees, the remaining 1821 are all such as you see in the photograph. These trees are now 16 months and 22 days old.

The photograph marked No.3 represents the planting of 2680 trees of peaches and plums that came from your nursery last spring; the planting was completed on March 3rd, 1923; out of these 2680 trees I now have 2677 growing, thrifty and in good shape of which photograph No.3 is a fair average.

That's what I call 100% efficiency in tree service. I want to give you this testimonial for the quality of stock you deliver from your nursery. I have no kick coming.

Yours very truly,

R.M. Stafford



SPECIMEN ROW OF 1050 GAUME CLINGS
TWENTY SEVEN MONTHS AND TWENTY DAYS
OLD FROM THE PLANTING.

SPECIMEN
ROW OF
1824 PEACH
TREES
SIXTEEN
MONTHS OLD
FROM THE
PLANTING.
~



SILVA-BERGTHOLDT CO.,

NEWCASTLE, CALIF.

To Fruit Growers

ations" on page 15. There is no phase of the Fruit Business with which we are not familiar, hence the suggestions given may be relied upon.

We present herewith an edition of "Profitable California Fruits". In this we submit for your consideration a carefully compiled list of the Most Profitable Fruit Varieties. The descriptions given and the recommendations made are based upon our wide experience as Fruit Growers, Nurserymen and Fruit Shippers. We call your particular attention to the "1925 Obser-

Our Nurseries are located in the Foothills of Placer County, 33 miles from Sacramento. Our soil is decomposed granite, well drained and is especially adapted to the growing of a hardy tree with a peculiarly well-branched, fibrous root system. **THIS DISTRICT IS FREE FROM FUNGUS TREE DISEASES COMMON TO THE LOWER LEVELS, AND WE GROW A TREE EXCEPTIONALLY HARDY FOR TRANSPLANTING, EXCEPTIONALLY WELL ROOTED AND FREE FROM CROWN GALL AND DISEASES COMMON TO OTHER LOCALITIES.**

Order Early and assure yourself Just the Varieties You Want. Don't wait until your ground is ready to plant before sending in your order. Those who Wait are Disappointed. Specify your wants on the Order Sheet enclosed, naming the root that you desire for each variety, and specify the size tree you prefer.

NAME AND ADDRESS. Always write your name and address plainly, giving Post Office, County and State; also Street and Post Office Box number.

SHIPPING DIRECTIONS. Give plain and explicit shipping directions.

PACKING. We have an experienced yard crew. All packing is carefully and thoroughly done. We employ for the outside covering tulle, and for the inside shingle-tow, which preserves the trees while in transit and insures their good condition on arrival. We make a nominal charge for cost of packing, which charge does not cover cost of material used.

SHIPPING SEASON. December 15th to April 15th.

TERMS OF PAYMENT. A deposit of one-tenth of amount of order is required with booking of order, balance payable cash on delivery of trees, we making draft through your local bank or express office for amount of invoice, with Bill of Lading attached. Nurserymen are under heavy cash expenditures for the two years required in growing their trees, and when delivery is effected it is imperative that they realize these funds upon delivery of trees. Notes at from two to six months at 7 per cent will be taken from parties known to be responsible, and whose paper is good with their local bank. We allow a discount of 5 per cent where remittance for full amount of order accompanies the order. This saves us bookkeeping, gives us immediate use of the funds, for which we allow this liberal cash discount for the advance payment, effecting you a considerable saving in the cost of your trees.

ERRORS. We exercise great care in filling orders; but should an error occur, satisfactory correction will be made promptly on notification. To be entertained, claims for errors must be made immediately on receipt of stock.

RESPONSIBILITY. We guarantee every tree and plant to be up to grade, clean and in thriving condition, but after delivery to transportation companies, all losses resulting from delay or exposure in transit are at the risk of purchaser, and we also disclaim any responsibility arising from defective planting or lack of care or adverse weather conditions after planting.

GUARANTEE. We warrant that all stock we deliver shall be thrifty and in good growing condition. Should any trees, vines, plants or scions prove untrue to name, we either replace the same or refund the money paid therefor, and in no case are we liable for any larger amount than that paid by the buyer for such trees, vines, plants or scions, it being agreed by both ourselves and the buyer that the purchase price shall be the sole measure of damages in any action brought or any claim made for stock that may prove untrue to name.

Every conscientious nurseryman established in the business, strives by all means to safeguard the truthfulness of the trees he propagates.

Under average nursery practice, even with the best of care, mistakes in varieties will occasionally occur, causing a serious loss to the planter as well as several years of disappointment.

Realizing this fact, and being desirous, in the trees that we furnish, to give the best service that is humanly possible, we have so organized our work that we are now prepared to safeguard the planter as near as expert care and attention can make it possible.

We have instructed several of our foremen in the scientific identification of each variety, by observing the habits of growth of the trees in nursery, and the foliage, until they have become expert, and while our trees are in nursery row every tree has been carefully inspected twice to eliminate the possibility of an error.

TRUE ECONOMY IN TREE BUYING AND THE ART OF SELECTION

There is a sharp contrast between the old-time fruit ranchers, who bought the cheapest tree obtainable, without consideration of quality, and the modern orchardist, who knows that the cheapest and most profitable method of buying trees is to buy the best. The trees and vines grown by us, detailed for you herewith, are the very best care in selection and propagation can possibly produce.

We propagate only from parent trees and vines that have proved to be the very best of their kind, and the stock we sell will give you good and profitable service for a lifetime. That, Mr. Fruit Grower, is what you want. We, as nurserymen, are experienced fruit growers and know well the planter's needs. For forty years we have been growing hardy, well-rooted trees in this foothill region, where the peculiarly favorable soil and climatic conditions produce a strong, hardy top of well toughened wood fibre and well meshed root system.

A large list of the leading planters of the State have planted their orchards with our foothill grown trees, and with this test of time and experience and the financial results obtained by these planters, our trees have proven their merit, while by fair treatment we have built up a large nursery business. Our tree growing facilities are the best in the State. Our soil, drainage, location, climate and favorable tree growing conditions are superior to the river bottom and coast valley locations commonly chosen by other nurserymen.

From the selection and propagation of the infant bud right up to the distribution of the matured fruit, we are deeply and personally interested in every detail that tends to your success. Only by this coöperative effort can the fruit industry of California be made the success it deserves.

We never, under any circumstances, advocate the planting of new varieties until by personal and practical tests they have proved their desirability, and instead of a long list of varieties, we submit only those which have proved their excellence.

No orchardist wants to plant all the varieties catalogued and recommended by the average nursery, but you do want those varieties that are best adapted to your locality, and which will prove most profitable.

THE ART OF SELECTION

The secret of success among raisers of thoroughbred cattle, horses and other livestock lies in the great care taken in the selection of

parentage for breeding. Some fruit growers realize the importance of this, but very few nurserymen have given it the attention it deserves.

With other affiliated nurserymen we have been instrumental in organizing and financing the CALIFORNIA NURSERYMEN'S BUD SELECTION ASSOCIATION. This organization, by a painstaking and persevering investigational effort, has determined upon the best types of each known standard fruit variety, and in the blocks of trees selected for propagation has marked individual specimens as the best types of their kind for quality and productiveness as sources of budwood.

Our buds and scions are furnished by the CALIFORNIA NURSERYMEN'S BUD SELECTION ASSOCIATION, and are cut for propagation from bearing orchard trees that have been selected as the best specimens of their kind.

A tree so propagated is a much better investment for you than one promiscuously propagated, as is the common practice of many nurserymen.

NUMBER OF TREES PER ACRE

Distance Apart Each Way	Square Method	Equilateral Triangle Method	Distance Apart Each Way	Square Method	Equilateral Triangle Method
1 foot.....	43,560	50,300	16 feet.....	170	196
2 feet.....	10,890	12,575	18 feet.....	134	154
3 feet.....	4,840	5,889	20 feet.....	109	125
4 feet.....	2,722	3,143	22 feet.....	90	104
5 feet.....	1,742	2,011	24 feet.....	76	88
6 feet.....	1,210	1,397	25 feet.....	69	79
7 feet.....	888	1,025	26 feet.....	64	74
8 feet.....	680	785	27 feet.....	60	69
9 feet.....	537	620	28 feet.....	56	65
10 feet.....	435	502	30 feet.....	48	55
12 feet.....	302	348	35 feet.....	35	40
14 feet.....	222	256	40 feet.....	27	31
15 feet.....	193	222			

TREE PLANTING, TIME TO SET OUT AND CARE OF TREES THEREAFTER

We do not recommend Fall planting. In California the growing season often extends up to December 1st, and to transplant trees before they are entirely dormant is injurious. However, we advise planting as early as conditions will allow, and from December 15th to February 1st is the best time to plant, thus giving to the tree the benefit of a large part of the season's rainfall. Place your order for trees as soon as you have ascertained your wants; but do not plant before December 15th.

SELECTION OF VARIETIES

We discountenance promiscuous planting of any and all varieties—good, bad and indifferent. Select those only that you know to be adapted to and profitable in your district, using your own experience and observation to guide, and when in doubt consult those orchardists in your district who have made a success of fruit growing.

In California a great variation in soil and adaptability is often found in the same orchard, and a single fruit growing district may have a great diversity of these. Local horticultural conditions are of great importance in the matter of selection for planting, and as herein advised, the intending planter should familiarize himself with his local conditions, and the adaptability of the location where he is intending to plant, and choose only such varieties of fruits as are particularly adapted to his specific conditions, and of these only the most profitable sorts.

The catalog descriptions of each variety we give are not, as is commonly practiced, copied from an Encyclopedia of Horticulture, but are an expression of our years of experience and observation as fruit growers, nurserymen and fruit shippers.

In tree buying especially you should deal only with a reliable nursery. Pay good prices (the cheapest is never the best) and demand first-class stock.

PREPARATION OF SOIL

The preparation of soil for orchard planting is of great importance. The soil must be put in the best possible condition before planting. In this preparatory work the grower is laying the ground work for a structure which is to stand for a number of years.

The most important feature to the tree which is transplanted (transplanting is always a shock to a tree) is to have the soil wherein it is being transplanted in the best possible receptive condition. If the tree receives a setback or is stunted in its growth during this critical period of the first weeks after its transplanting by reason of negligence, either in planting or in the preparation of the soil wherein it is planted, it will require a long time, sometimes to the second year, for the tree to recover, and it sometimes never does.

Land should be thoroughly plowed and followed by a harrowing until the soil is as friable as an ash-heap. Wherever possible, the land may be subsoiled with splendid results; in fact, subsoiling is less expensive and much more efficient than blasting, and wherever a planter has access to the necessary equipment for subsoiling the tree rows, subsoiling should always be practiced. Either subsoiling or blasting should be done before the Winter rains set in.

Where it is not possible to subsoil, blasting before the Winter rains set in is very desirous. After the tree rows have been subsoiled or the tree holes blasted, the land should be thoroughly plowed and harrowed as first advised.

When neither subsoiling nor blasting is practiced, holes should be dug, never smaller than two feet square by two feet deep, and the larger the better. Four feet square by thirty inches deep is none too large.

ROOT STOCKS AND THEIR ADAPTABILITY

MYROBOLAN

Myrobolan is a species of wild plum employed as a root stock upon which to propagate Prunes, Plums, Apricots and Almonds. It is a very hardy, thrifty grower; is a deep feeder; will thrive well in heavy soil or on locations subject to a short period of excessive moisture, though no root stock will take kindly to a long continued water-logged condition.

Myrobolan will thrive in soil too wet for Peach, Almond and Apricot root, and will endure the same amount of moisture as Standard French Pear root.

The conditions most favorable to the Myrobolan root are deep, rich, black or sandy loam (such as a bottom land location), or a deep, fertile, heavy black soil, such as is common in our coast valleys, and on some interior valley locations. Like any other tree, on dry locations it is benefited by irrigation, but being a deep feeder it penetrates to moisture.

Myrobolan will thrive on decomposed slate soil, but should not be planted in a decomposed granite formation where the bedrock comes within three feet of the surface.

Myrobolan is, without exception, the best stock for Prunes, Plums and Apricots on any location subject to more excessive moisture than an Apricot, Almond or Peach root will endure, though on any location adapted to Peach root, Prune on Peach is always preferable to Prune on Myrobolan. This is also true of Plums. Almonds should never be employed on Myrobolan root. They grow a dwarf tree.

PEACH

Inasmuch as the importation of the Natural Peach Seedling seeds from the mountains of the Southern States has been quarantined, Lovell

CARE OF TREES ON ARRIVAL

If not ready to plant on arrival, unpack without leaving the roots exposed to the air. Dig a trench in loose soil 12 to 16 inches deep by 2 to 3 feet wide. Cut the strings and put the trees in side by side. Cover the roots with fine earth, being careful that it is well filtered in among the roots to keep them moist. If the soil is dry give a copious watering. Trees should not be trenched deeper than they stood in the nursery.

If the trees open up dry on arrival they should be immediately taken from the package and the roots buried in wet soil for several days and kept thoroughly dampened, when they will fully recover and be in good condition for planting. Having recovered, they should be retrenched as first described.

PREPARING TREES FOR PLANTING

With a sharp knife cut off all broken and bruised ends of roots, shortening the roots to 8 to 10 inches, making the cut with a slant and on the under side, so that the cut surface will lie down. If too many fibers, thin out so as to give a well proportioned root system. Cut back the top to 16 to 24 inches high, according to variety, and if branched cut back to two or three buds, leaving three or four branches so pruned as to make a symmetrical tree.

SHADING

On account of our long, dry Summer it is advisable to shade the south-east, south and southwest side to prevent sun scald. This also will prevent borers, as they never attack a tree except at a point of injury. The shading can be done with a fiber tree protector, a piece of burlap or white wash also, as it reflects the heat. Preferably, though, a fiber tree protector should be used.

In our own experience, to protect from sun scald alone, we have found whitewashing preferable, though as a rabbit protection, Yucca tree protectors are to be preferred.

AFTER CULTURE

The growth and thriftiness of a newly planted tree depends upon the care received the first ninety days after planting. The ground should be kept free from grass and weeds, loose and well cultivated after each rain. Irrigation when available and regularly applied will work wonders in the growth of young trees.

PRUNING, CULTIVATING, FERTILIZING, IRRIGATING

All of them are very important topics for the horticulturist, and very essential to his success. While we offer a few suggestions herein concerning some important features in horticulture, yet we cannot cover this ground and do justice to the subject involved. The science, practice and business of fruit growing is very ably treated by Prof. E. J. Wickson in his latest edition of "California Fruits and How to Grow Them", which constitutes a compendium of valuable information concerning the raising of fruit in California, which no orchardist can afford to be without. The cost of this book is \$4.00, and whether growing fruit for market or for home use, it is well worth many times that price. If you do not already have this valuable work, we advise that you procure one at once by addressing Pacific Rural Press, San Francisco, or send us \$4.00 and we will be pleased to forward one to you.

Peach Seedlings should be employed in preference to a Muir, Salway or other budded seedling.

Should be planted only on locations subject to good drainage. Peach root will thrive on well drained creek and river bottom locations where the soil is not water-logged for a long period. Being a surface feeder it does well in the more shallow soil locations where the bedrock or hardpan comes within 2½ to 3 feet of the surface.

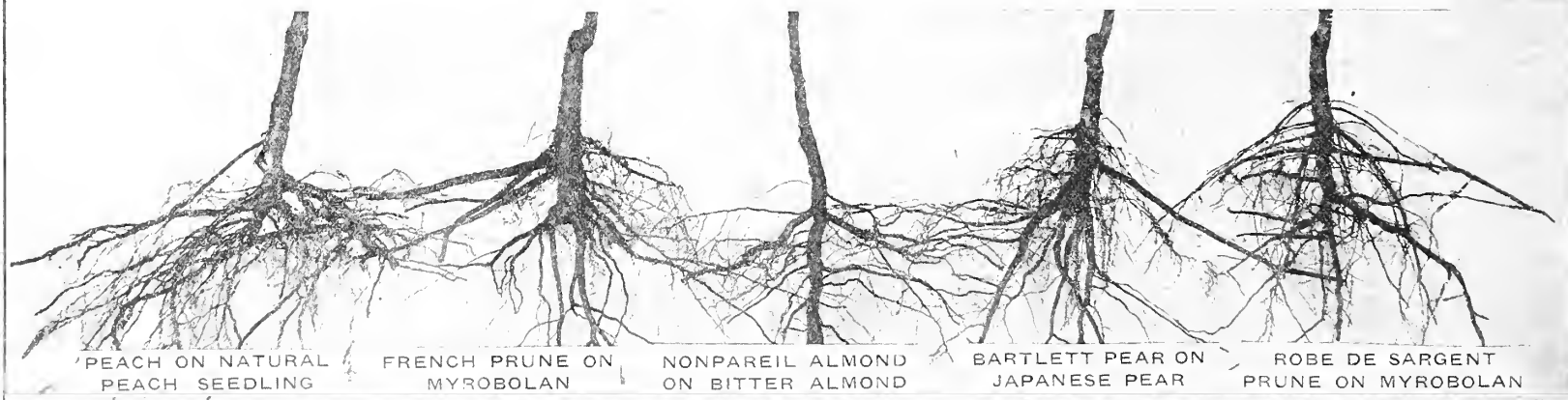
Peach root thrives well and is benefited by irrigation. Peach root is the only stock to be employed on which to propagate a Peach of any variety. No variety of Peach will take kindly to any other root.

The Peach root should be employed for Plums and Prunes on shallow soil, on decomposed granite, or on a light, sandy formation, or on any heavy loam or river bottom location adapted to the Peach root, bearing in mind always that Prunes particularly should be planted on Peach root on any location adapted to Peach root.

Peach will endure a greater degree of moisture than Almond, and on any location under irrigation, or on any location where the water level is too near the surface for an Almond root or too wet for an Almond root, Peach is preferable to the Almond as a root stock for the Almond, and on a great many locations on which Almond on Almond are now planted, Almond on Peach root would be preferably employed. On any high, dry location of good depth of soil, not subject to irrigation, the Almond root is always preferable to Peach for the Almond, but under irrigation, or on a location subject to more moisture than the Almond root will take kindly to, Peach root is always preferable as a root stock for the Almond.

We are now propagating Peach, Apricot and Prune trees on Davidiana Peach Root, being the Wild Chinese Seedling that will endure a greater degree of alkali than any other known root stock. This Seedling Davidiana, or Wild Chinese Peach, permits of the planting of a large acreage of alkali soil that cannot be planted now to any other root stock.

Our well-drained foothill location and porous decomposed granite soil not only grow a tree hardy and roots fibrous and well-branched, *but is immune from root-knot, crown-gall and other root diseases common to the valley loam locations usually employed by nurserymen*, factors that no other section of the state where nursery stock is grown can offer. These roots are the foundation of your tree and make for the success of your orchard



ALMOND

For the Almond the Bitter Almond should always be employed. Almond root is a deep feeder, and is well adapted to any well drained location of good depth of soil.

Almond root should never be planted where the soil is of slow drainage, or where the soil is subject to a short period of excessive moisture, or where the water level comes to within six feet of the surface.

On a location not subject to irrigation, well drained and of good depth of soil, Bitter Almond is the best stock for the Almond. Under irrigation, in shallow soil, or on locations inclined to slow drainage, the Peach is preferable as a root stock for the Almond.

For Plum and Prune on hillside location under irrigation, but of good depth of soil, Bitter Almond will make a desirable root stock, though for Plum and Prune would recommend the use of either Myrobolan or Peach root on any location adapted to the latter.

APRICOT

Apricot root requires practically the same soil conditions as does the Peach, and will thrive in any deep, well drained location. Will endure more moisture than the Almond root, but not any more than the Peach, and not as much as the Myrobolan.

On bottom lands or heavy valley loam locations of poor drainage the Myrobolan root should always be employed for the Apricot.

Apricot root enjoys a large degree of immunity to nematode attack, so in localities infested with nematodes, Apricot root is always safe to plant.

Apricot root should not be employed for Peach growing. While the Peach makes a good union on the Apricot and for a few years seemingly does well, yet after the fifth or sixth year Peach trees on Apricot root decline.

Prunes can be worked on Apricot root, though Peach and Myrobolan as root stocks for Prunes are to be preferred, unless your land is infested with nematodes and you desire to plant Prunes on Apricot root in order to insure immunity from nematode attack.

MAZZARD CHERRY

Mazzard Cherry is a deep feeder and thrifty grower, and while it will not endure "wet feet", yet it will thrive on any location adapted to Peach or Apricot root.

The majority of cherry planting is on Mazzard root, the Mazzard being generally preferred to the Mahaleb on most locations, this not for any particular reason excepting habit.

Mazzard is employed only as a root stock for cherry.

MAHALEB CHERRY

Mahaleb Cherry will endure the same amount of moisture as the Mazzard, and will thrive in any soil adapted to peach, almond or apricot root.

Mahaleb is inclined to surface feeding, and by some planters is deemed a better root stock for cherry on shallow and less fertile soil locations than the Mazzard.

Shallow locations, however, are not usually deemed desirable for commercial cherry planting.

Mahaleb does not grow a cherry tree quite as large as Mazzard, which in the cherry is really an advantage. It grows a tree that will come into full maturity a year or two in advance of Mazzard, and the tree also is a little more regularly and heavily productive. This feature can be rated to the advantage of Mahaleb root, and on any well-drained location of good depth of soil we would rate Mahaleb equally as desirable as Mazzard as a root stock for cherry.

On decomposed granite or decomposed slate soil, Mazzard is preferable to Mahaleb.

JAPANESE PEAR

A seedling stock employed in Japan and China on which to propagate the Pear. Has been employed as a root stock for Pear in the North-western States and in California for many years. Its merits have been thoroughly tested, and it has proven O. K. in the following features:

First, practically immune from attack of woolly aphis; second, partially resistant to pear blight; third, is a thrifty grower and is as desirable in this respect as the French; fourth, we have observed that Pear on Japanese comes to heavy productivity practically one year earlier than Pear on French. Some growers have claimed two years earlier. Several, however, one year earlier, and on soil adapted to Japanese root this is a considerable advantage.

Will do well on any location adapted to French Pear root, excepting it will not endure the same amount of moisture as the French Pear. Is well adapted to all river bottom or heavy loam locations that are of good drainage.

On heavy, black loam soil or the adobe formations of the Coast Valleys, where resistance to pear blight or immunity to aphis is no consideration, or on any location not adapted to Peach root, French Pear Seedling is preferable as a root stock for the Pear, though on any location where the soil is of good drainage and adapted to Peach root, the Japanese Pear Seedling is preferable.

Japanese Pear on locations where the drainage is poor, has practically the same susceptibility to sour-sap as Peach root.

For planting on the heavy loam or adobe formations of the Coast Valleys or on any location in the interior subject to excessive moisture, or where the drainage is slow, French Pear Seedling is always to be preferred.

We would advise employing Japanese Pear Seedling only on well-drained lands and on lands adapted to peach or apricot root.

We propagate our Pears on both French and Japanese Pear Seedling.

STANDARD FRENCH PEAR

The Standard French Pear Seedling has been employed a great many years in California as the standard root stock for Pear.

It will thrive on a great many locations; will endure a larger amount of moisture and poor drainage, as well as considerable flooding, such as is sometimes experienced on river or creek bottom locations.

French Pear will thrive in almost any soil, though like any other root stock will take most kindly to deep, fertile, well-drained locations.

The French Pear is deemed preferable to the Keifer Pear, employed in the East as a root stock, and is employed more largely than any other on which to propagate Pear.

On the heavy loam locations in coast valleys or on any land inclining to adobe formation, where the drainage is slow, French Pear should be employed instead of the Japanese Pear as a root stock.

Or on the wet pockets often found in the foothills on either adobe, decomposed granite or slate soil, French Pear should always be employed.

QUINCE

Quince root will endure more moisture than Pear, Myrobalan or any other root employed as a root stock, though in a water-logged pocket or water-logged depression such as is often found in adobe formation, no root stock will thrive.

Quince root is most largely used on which to propagate the Quince. It is used also to some extent for the propagation of Pear and Apple.

Pear and Apple on Quince root will grow a dwarf tree, and of late years, planting on Quince has become quite popular.

Planting Pear on Quince, inasmuch as no variety of Pear but Beurre Hardy makes a good union on Quince, Beurre Hardy on Quince root should be planted, distanced 12 to 14 foot or 16 foot square method, and subsequently top-worked by grafting or budding to the variety desired.

Quince root will thrive well on any soil or location adapted to any other root stock for fruit, and will endure more moisture than any other.

APPLE SEEDLING

Crab Apple Seedling is the root stock most commonly employed for the propagation of the Apple. Will thrive and do well on any location adapted to Pear root. Will endure the same amount of moisture as the Pear, but will do best on all deep, fertile, well-drained locations.

DESCRIPTION OF STANDARD NUTS, TREE FRUITS, GRAPES AND BERRIES

Almonds

On this continent Almonds are grown only in California, and have for a market the entire consuming population of North America. The demands of the American market alone require several times more Almonds than are now grown in California, WHILE THE GREAT MAJORITY OF AMERICAN CONSUMERS ARE STILL UNFAMILIAR WITH THE MANY USES TO WHICH THE ALMOND CAN BE PUT AS A STAPLE FOOD.

With the possibility of the development of this unlimited demand at home, and with the protection afforded the California Almond grower by recent tariff legislation, Almond growing in California is still in its infancy.

One of the advantages of growing Almonds is that they can be grown on the bench lands of both the Sacramento and San Joaquin Valleys that, on account of inaccessibility to water for irrigation, and being not very profitable for grain growing, can be converted into more profitable producing Almond orchard, it being necessary, however, that the soil so employed be of good depth, good drainage and fertility.

By this means many thousands of acres of moderately valued lands that are not altogether profitable for grain growing and that cannot be employed for fruit raising, can, at comparatively reasonable initial cost, be converted into fairly profitable Almond orchard.

The best standard varieties are the following: Nonpareil, I X L, Drake's Seedling and Ne Plus Ultra. These varieties are practically of equal merit. Nonpareil, I X L and Ne Plus Ultra, of the softshell varieties, are in greater demand on the market than the hardshell varieties, or than Drake's Seedling.

The Drake's Seedling, however, being such a heavy and consistent producer, and being so valuable and so effective as a pollinizer of Nonpareil and I X L, is rated of equal desirability for planting with Nonpareil and I X L.

The I X L is in great favor with the trade. In some localities, however, is not as productive as Nonpareil and Ne Plus. In other localities it produces as well, and in point of tonnage is fully the equal of Nonpareil or Ne Plus. In those localities where the I X L produces regularly, the Almond Growers' Association advise that they be very largely planted.

For the guidance of planters we would recommend the following combinations:

In districts where I X L does not do quite as well as Nonpareil and Ne Plus, either of the following three combinations would be practically equally desirable:

- (1) One-third Nonpareil, one-third Ne Plus, one-third Drake's Seedling.
- (2) Two-thirds Nonpareil, one-third Ne Plus.
- (3) Two-thirds Nonpareil, one-third Drake's Seedling.
- (4) Two-thirds Nonpareil, one-sixth Drakes, one-sixth Ne Plus.

In localities where the I X L is a regular and consistent producer the following combinations are desirable:

- (1) One-third Nonpareil, one-third I X L, one-third Drake's Seedling.
- (2) One-third Nonpareil, one-third I X L, one-sixth Ne Plus, and one-sixth Drake's Seedling.
- (3) One-third Nonpareil, one-third I X L, and one-third Ne Plus.

DRAKE'S SEEDLING—Tree a thrifty grower and regularly productive in all localities. Medium soft shell, and deemed one of the best pollinizers of Nonpareil or I X L.

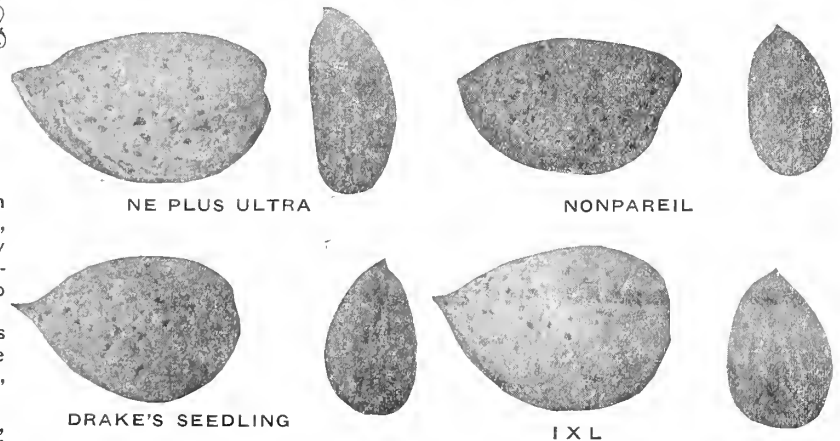
I X L—Tree is a sturdy, upright grower. Nuts are very large; shell soft, perfect. It bears heavily and regularly in many localities, though in some localities is not as productive as Drake's or Nonpareil. In those localities, however, where

they are known to be good producers, they should be largely planted. On account of the large size and fine quality of nut, it is suggested that the proportion of this variety be increased.

NE PLUS ULTRA—Tree a rapid grower. Heavy and regular bearer. Nuts large, very long shape; shell very soft and hulls readily. Used as a pollinizer of Nonpareil and I X L, and should be planted jointly with Drake's Seedling.

NONPAREIL—Tree is a strong grower, and when pollinized by Drake's Seedling or Ne Plus, or both, is an extraordinarily heavy

bearer. Nut is of papershell type, well filled; nuts firm, compact and one of the best. This nut always sells at a premium of from 1 to several cents per pound.



Apricots

Apricots, like Almonds, are grown commercially only in California, where they can be successfully grown in many localities. In those sections adapted to their production they are profitable, realizing to growers an average income of from \$150.00 to \$400.00 per acre.

There is a growing demand for this fruit which the California orchards cannot supply. Green, canned and dried, they have the entire North American continent for a market. Canned and dried they are used extensively in the export trade, where they compete successfully in European markets with the home grown product.

For canning, the California Fruit Canners' League has recommended the exclusive planting of Blenheim in the coast valleys, the exclusive planting of Tilton in the San Joaquin Valley, and the planting of equal proportions of Blenheim and Tilton for the Sacramento Valley. These recommendations were practically confirmed by the Prune and Apricot Growers' Association, with a further recommendation, however, that a proportion of Blenheim also should be planted in the San Joaquin Valley, and that a proportion of Tilton also can be planted in the coast valleys. This information for the guidance of the intending planter.

In addition, in view of the fact that the Royal ripens a few days to one week in advance of the Blenheim, and is an Apricot practically equal in desirability to one having a large Apricot orchard, it would be of some advantage in prolonging the season of cutting and drying, or the season of picking and delivery to canners, to plant also a proportion of Royal; and for this purpose a proportion of 25 to 30 per cent Royal, planted with the other varieties in the proportions first recommended, would be deemed of some advantage. The margin of preference to be given Blenheim and Tilton over Royal is not very large.

NEWCASTLE EARLY—Medium size, round; ripening ten days in advance of Royal; not as large and of rather inferior quality. Very similar to Wiggin's Early, though not so large, its earliness being its only commendable feature. June 1st to 10th.

DERBY EARLY ROYAL—Ripens during the season of Newcastle Early and ten days in advance of Royal. In all other respects is identical with the Royal as to size, color, flavor, texture and desirability for canning and drying. Tree a good grower and a good bearer. This va-

riety is valuable, not alone as being the earliest Apricot of real merit, but also for canning and drying as good as Royal, and as such can be used to prolong the season for canning and drying Apricots by ten days, while it has the additional advantage of its great value as an early shipper. An Apricot planting, set out for the purpose of canning and drying, consisting of 15 per cent Derby Early Royal, 15 per cent Royal, 35 per cent Blenheim and 35 per cent Tilton would give you an ideal prolonged season, likewise an ideal combination of varieties for an Apricot orchard. June 1st to 10th.

ROYAL—Very large, oval; skin dull yellow; flesh yellow and of excellent Apricot flavor. Tree is a strong grower and a good bearer. Fruit ripens evenly. A favorite with canners. Excellent for drying, and one of the best for distant shipment. Ripens a few days in advance of Blenheim, and while employed largely as a shipping Apricot, is equally desirable as a canner and dryer. June 10th to 20th.

BLHENHEIM—Large, oval; surface orange, with deep yellow tinge; flesh yellow, juicy and rich. Tree is vigorous grower and a prolific bearer. Fruit runs a little larger than Royal, and ripens just a little later. This variety is a favorite for Eastern shipment, but is most highly prized for drying and canning. Under coast conditions has been recommended for exclusive planting. In the interior, should be planted in equal proportions with Tilton. June 20th to July 5th.

ROUTIER'S PEACH APRICOT—Fruit very large, rather flattened; skin orange yellow with a blush of

red; flesh of fine saffron red, juicy, rich and highly flavored. When dried is of deep golden yellow color. Its large size and fine color render it very attractive, both in the green and dried state. This variety is recommended for home orchard planting only. June 20th to 30th.

TILTON—Large, oval; surface yellow, tinged with red; flesh deep orange yellow, with a very highly pronounced Apricot flavor. Ripens uniformly and is exceedingly firm. Rated for canning and drying as the equal of Blenheim; is a late bloomer and has given evidence of remarkably consistent fruitfulness. Ripens a little later than Blenheim, and recommended for extensive planting throughout the interior, and equally desirable under coast conditions. June 25th to July 10th.

HEMSKIRKE—A fine English variety; large and roundish; skin orange with red cheek; flesh bright orange, tender, juicy, rich and luscious, with a plumlike flavor. Very hardy, and a more regular bearer than the Moorpark. Recommended for home orchard planting only. June 20th to 30th.

MOORPARK—Fruit very large, oblong; skin orange, with a shade of deep orange red; flesh quite firm bright orange; parts free from stone; juicy, with a rich and luscious flavor. A splendid Apricot on account of its extremely large size. Excellent for canning, drying and market. A desirable variety in localities where it will bear regularly. In many sections, however, is a very shy bearer. Not usually recommended for extensive commercial planting, but excellent for home orchard. June 25th to July 10th.

monopoly of the markets of the world, a California Apple will have to take second place to Apples grown in other great Apple producing sections for some time to come.

For this reason, while we have an ample supply of trees to sell, we cannot conscientiously advise the extensive commercial planting of Fall and Winter Apples, although in course of time the demand for this fruit on the local markets of California, and for export, will be such as to make their culture profitable.

What we say relative to the advisability of planting Apples, is where the planting is contemplated for Eastern shipment. **FOR HOME ORCHARDS OR YOUR IMMEDIATE LOCAL MARKET, APPLES SHOULD CONSTITUTE A LARGE PROPORTION OF YOUR PLANTING.**



RED ASTRACHAN

SUMMER VARIETIES

EARLY HARVEST—Medium size; surface white with red stripes; flesh white, tender, crisp and juicy. A fine early apple for the home orchard. June.

flesh tender, sprightly flavor. July 5th to 15th.

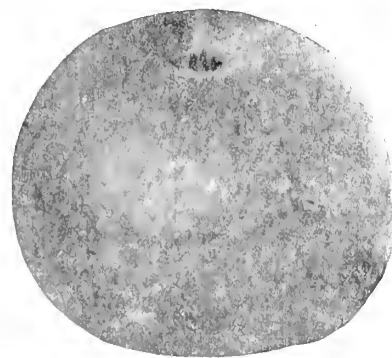
RED ASTRACHAN—Large and roundish; nearly covered with deep crimson, overspread with deep bloom; juicy, rich, sub-acid flavor; attractive, fine eating and one of the best for same. The main reliance for an early Apple. In great demand on both coast and intermountain markets, and a profitable market variety. July 1st to 31st, according to location.

GRAVENSTEIN—Large, rather flattened; skin yellow, is freely marked with light and deep red and orange; flesh tender, crisp, highly flavored, aromatic; a strong grower and fairly regularly productive. Its

RED JUNE—Medium size; flesh white, tender, juicy and sub-acid. An abundant bearer. June.

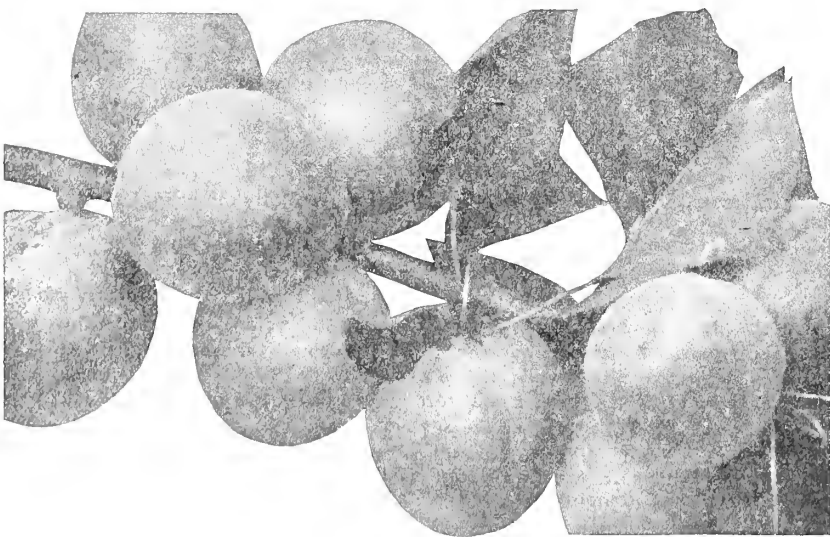
WHITE ASTRACHAN—Is very large, roundish; skin smooth and nearly white; flesh white. A fine cooking Apple, and on account of its earliness, symmetry and uniformly large size and productiveness, a very valuable market variety and extensively grown in the foothills, Sacramento Valley, San Joaquin Valley and many coast sections. July 15th to August 15th.

YELLOW TRANSPARENT—Medium size, roundish, pale yellow,



GRAVENSTEIN

beautiful appearance, fine eating quality, uniformly large size and good keeping quality make it the best Apple of the Summer season, July 20th to September 1st.



ROYAL APRICOT

Apples

Apples are more largely consumed by the people of all lands than any other fruit. They can be as successfully grown, and to as fine a degree of perfection, in a great many localities in the United States as is possible in the most favored locations in this State. On that account there has been an enormous acreage of this fruit planted in the West and Northwest, and in these locations Apples are grown to a degree of perfection hitherto unequaled even by the older Apple growing sections of the East. In course of time the demand for this fruit will undoubtedly equal the supply to an extent that will make their culture profitable, yet on account of the great flood of Apples that will be harvested in the coming years from the West, Northwest and Middle West, our California grown Winter Apples will have to meet heavy competition from these other localities.

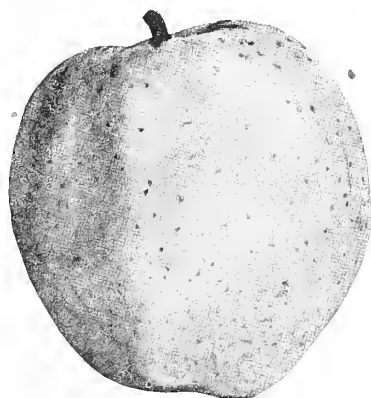
Unlike Prunes, Apricots, Almonds, Olives, Cherries, Clingstone Peaches and other fruits in which the California grown fruits have a

FALL VARIETIES

JONATHAN—A beautiful, brilliant red Apple, highly flavored and of excellent quality, being tender, juicy and rich. Splendid for family orchard. October.

ROME BEAUTY—Is uniformly large and smooth, shaded and striped with bright red; blooms late and is an annual bearer. An old favorite that has not been planted as widely as it deserves, but one of the standards in all Apple growing regions. Particularly desirable in the higher altitudes, where late blooming is a desirable feature. It has an established reputation on all markets; its size and great beauty insure for it ready sale. A fine Apple with many good qualities and few faults. One of the surest bearers under all conditions. October and November.

YELLOW BELLFLOWER—Very large, oblong, smooth, lemon color with blush; flesh white, tender, juicy and crisp, with a slight sub-acid flavor. Tree is a strong grower and good producer and a universal favorite; keeps well into Winter



YELLOW BELLFLOWER

months. The Yellow Bellflower as grown in the California coast regions is the equal of any Apple grown East or West, and ripens immediately in advance of the heavy movement of Apples in the East, so that they find ready sale in all markets of the East, North and South, and are used, too, largely in the export trade. September to December.

WINTER VARIETIES

ARKANSAS BLACK—Medium to large; slightly conical; surface a beautiful dark maroon, shaded in black; flesh very firm, fine grained and juicy. Tree vigorous and productive. A valuable market sort. November to March.

GRIMES GOLDEN PIPPIN—Medium to large; skin golden yellow with fine red stripe sprinkled with gray dots. Beautiful appearance and excellent eating qualities. November 1st to January 1st.

KING DAVID—Described by Stark Bros., the originators, as one of the most beautiful Apples grown, being a cross between Jonathan and Arkansas Black. Medium to large; color a deep, rich red, with distinct markings of dark red. Tree hardy, strong and vigorous. A young and heavy bearer. A remarkable keeper, destined to be one of the best Winter Apples for either market or home use.

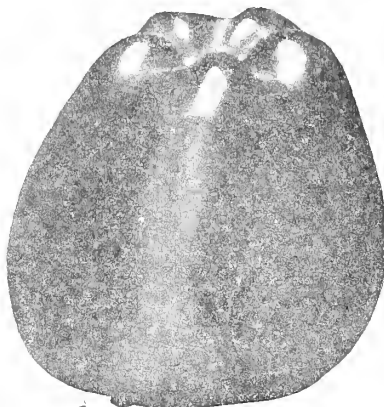
BALDWIN—Fruit large, nearly round; skin splashed and mottled with rich bright red; flesh pale yellow, texture firm, flavor very good, juicy and slightly acid. Tree vigorous, productive and long lived. Good keeper. November.

MAMMOTH BLACK TWIG—A native of Tennessee. The original tree is now fifty years old and still vigorous and bearing. Fruit large to very large, roundish, dark red, slightly streaked; flesh firm, yellow, juicy and of excellent quality; a fine keeper. Its size, fine appearance, good eating and keeping qualities make it a valuable market sort. November to March.

NORTHERN SPY—A fine, old type. Has been largely planted for generations throughout the East, West, North and South and still a great favorite on account of its special eating and keeping qualities; comes into bearing rather late (at about nine years old), but otherwise is the equal of any, and a fine late Winter Apple for home orchard. November to January.

YELLOW NEWTOWN PIPPIN—Large, roundish and of slightly irregular shape; skin smooth, golden yellow with reddish cheek; flesh firm, crisp, juicy and of excellent eating and cooking qualities. Tree strong and exceedingly productive. A wonderful keeper. Yellow Newtown Pippins and the Delicious sell for higher prices on both home and foreign markets than any other Winter Apple. These two are considered the best and most profitable Winter Apple grown on the Pacific Coast. California grown Yellow Newtown Pippins are in demand on every market around the world. October to May.

DELICIOUS—Large, surface almost covered with beautiful, brilliant dark red, blending to beautiful yellow at the blossom end; flavor sweet, slightly touched with



DELICIOUS

acid, with an aroma delightfully fragrant; flesh is fine grained, crisp and exceedingly juicy. In keeping quality it ranks with the best. One of the strongest, hardiest and most vigorous growers. Aphid resistant and a late bloomer—a valuable feature. A splendid Winter Apple, and on the markets it is deemed as one of the very best. Described by Stark Bros., the originators, as the best Winter Apple ever produced. November to April.

RHODE ISLAND GREENING—Large, greenish-yellow; succeeds on a great variety of soils; flesh yellow, fine grained, tender, crisp, juicy and aromatic; excellent for cooking and table. A valuable sort in warm, dry climates, adapting itself to any climate. A good market Apple. October to December.

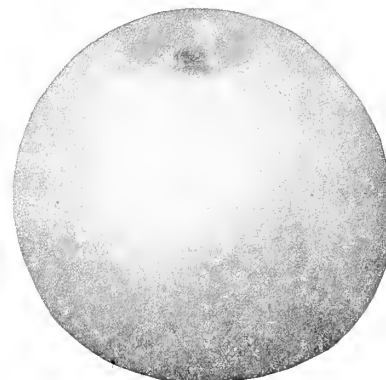
SPITZENBURG—This variety and Yellow Newtown Pippin have broken all records for profit in the Pacific Northwest and some sections of California. Oblong and smooth; nearly covered with rich, lively red; on shady side yellowish with broken stripes of red; flesh very firm, crisp, juicy, with a delicious, aromatic flavor. An old stand-by whose popularity has never waned, and which is now still one of the very best for profit. Tree a good, upright grower, hardy and productive. November to April.

WINESAP—Is medium sized to large, oblong; skin smooth, dark red; flesh yellow, firm, crisp, with a rich, spicy flavor; excellent for table and one of the best marketable Winter Apples. Productive. November to February.

WHITE WINTER PEARMAN—Medium to large; oblong; pale yellow, sprinkled with minute brown dots; flesh yellowish, crisp and juicy; very pleasant sub-acid flav-

or. Succeeds well in all parts. A standard market sort and a great favorite with many growers. November to February.

WINTER BANANA—Fruit large size, perfect in form; golden yellow, beautifully shaded and mottled with bright crimson red; flesh lemon yellow, fine grained, sub-acid, rich aromatic flavor and of the highest quality. A good keeper.



WINTER BANANA

Tree remarkably strong grower and on account of its great hardness will thrive in any climate. An early bearer, producing fruit the second year. A valuable market variety. November to April.

Crab Apples

TRANSCENDENT—Fruit very large, striped with red. Very productive; fine type for jelly. September.

RED SIBERIAN—Smooth, glossy and splashed with red; firm, juicy; extremely hardy and prolific. Excellent for jellies and preserves. October.

HYSLOP CRAB—Fruit large, deep crimson, covered with thick bloom; tree vigorous. One of the most popular Crabs. November.

YELLOW SIBERIAN—Very similar to Red Siberian, excepting the color, which is a beautiful glossy yellow. October.

Cherries

Cherries are the first and most attractive fruit of the Summer season. Ripening, as they do in California, in advance of the Cherries grown in every other section of the country, the California grown Cherry is to the Easterner the first herald of the breaking up of Winter and the coming of the Summer season.

Our California Cherries have a monopoly of every market—are [of good keeping quality and can be shipped in good order to every market in the land.]

In the districts adapted to their commercial growing, a well kept Cherry orchard in full bearing will, year for year, match the income of any other agricultural or horticultural crop. A fair average income from a block of Cherry trees in full bearing will range from \$300.00 to \$500.00 per acre, and many growers have been known to make occasional records of \$1000.00 per acre or more.

Cherries require a deep soil of good fertility and good drainage.

Special care should be exercised in determining the adaptability of your location for commercial Cherry growing.

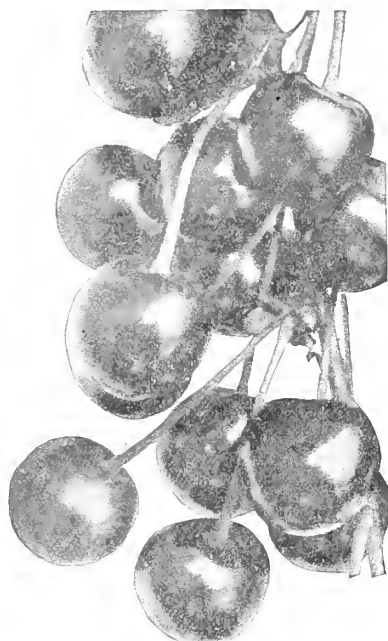
EARLY PURPLE GUIGNE—Medium size; heart shaped; light red; tender, juicy and sweet; fairly productive. The earliest marketable Cherry. April 20th to May 1st.

EARLY BURBANK—A valuable new introduction by Luther Burbank. A fine, very large black Cherry; flesh purple, firm and good flavor. Ripening in advance of Tartarian, its large size, good keeping quality and earliness make it the most profitable early Cherry. Have been in bearing for some years at Vacaville, and reported to be very productive. Has demonstrated its merits, and can be recommended for extensive planting. April 25th to May 10th.

EARLY CHAPMAN—Large black; very juicy, firm and of fine eating quality; resembles in some respects the Tartarian, but will not average quite as large; good shipper, productive and very valuable on account of its earliness. Ripening immediately in advance of Tartarian, they are the first of the large, black Cherries on the market, and always sell at a premium. In early districts they constitute, with Burbank, one of the best Cherries to plant for big profits. April 25th to May 10th.

BLACK TARTARIAN—The standard early black Cherry. Large to very large; purplish black, dark purplish flesh; juicy and of excel-

lent flavor; splendid shippers; regularly productive, and on account of its earliness and fine quality is one of the best for profit. Ripens May 5th to May 25th. In the early districts Early Chapman, Burbank



BLACK TARTARIAN

and Black Tartarian should be more largely planted than any other varieties for distant shipment.

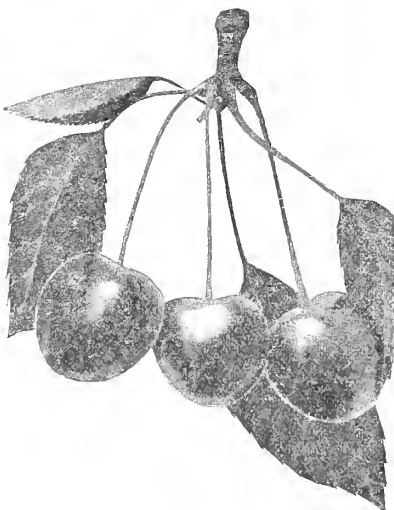
GIANT—Ripens a little in advance of Bing and with the last picking of the Tartarian. Cherries are of an extremely large size. Tree rapid, sturdy and well-formed grower. Fruit is glossy black red, very firm texture, sweet and delicious. For home canning the best Cherry grown. June 1st to 15th.

BING—A fine, extra large, black Cherry; of good eating and good shipping quality, fairly productive. Ripening immediately after the Tartarian its fine, large size and appearance, excellent eating and shipping quality make it one of the best and most profitable market Cherries. The type of Bing we propagate is a little longer stemmed Cherry than the regular Bings, but has proven more regularly and heavily productive, which, in this Cherry, is a particularly important feature; otherwise identical with the regular Bing. June 1st to 10th.

ROYAL ANN—Pale yellow, richly mottled with red; large to extra large; very firm, juicy and sweet; good eating and magnificent for display and a good shipper. Canned they have no equal; very productive. They are good sellers in both Eastern and Pacific Coast markets. Owing to the rapidly growing demand for canned Cherries, this variety has a good future, and we do not hesitate to recommend them for extensive planting. May 18th to June 10th.

LAMBERT—An exceptionally large black Cherry; very firm; juicy and sweet and of a peculiar yet exquisite flavor; an excellent shipper; regularly productive. This variety comes highly recommended from Oregon. We have observed them in bearing in this district for years, and are favorably impressed with them, constituting with Bing, the two best black Cherries for market immediately following the ripening of Black Tartarian. June 10th to 25th

BLACK OREGON—Medium to large; jet black; very firm, dark flesh of exquisite sub-acid flavor. Will carry to any point in excellent condition, and is a great favorite for distant shipment. Regularly productive. Does not grow as large as Bing or Lambert, and, planting a late black variety for market, would advise employing either Bing or Lambert in preference. June 10th to 25th.



LAMBERT

Clingstone Peaches

The California Clingstone Peach is the dessert Peach, not alone of this continent, but of the world. Clingstone Peaches are grown and canned in other localities in this country and Europe, but canned they rag out and are relegated to pie fruit. This gives the California Clingstone Peach a monopoly of the world's market for dessert Peaches, giving stability and assurance to the industry in California.

Clingstone Peaches are more easily grown and handled than any other fruit. They are regular and heavy producers over a wide range of territory in California, and on account of the regular and heavy productivity, and the monopoly of the world's markets which they enjoy, they are one of the most reliable fruits to plant for profit.

Tuscan and Phillips, heretofore, have been more largely planted than any other variety. Owing, however, to the intermission of three weeks between the going out of Tuscan and the ripening of Phillips, there has been a great dearth of Clingstone Peaches to keep the numerous factories in operation during this period.

Planting Clings, the best combination of varieties, and one that will give you continuous picking without intermission, commencing with the ripening of Tuscan and finishing up with Phillips, is the following:

Ten to fifteen per cent Tuscan;

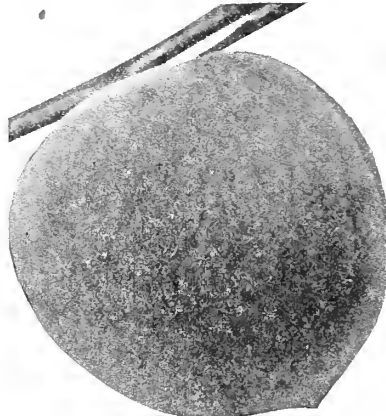
Thirty to thirty-five per cent Peak or Paloro;

Twenty to twenty-five per cent Gaume or Sims;

Thirty-five to forty per cent Phillips.

Canners prefer a larger percentage of Phillips than any other variety.

TUSCAN CLING—Very large and very handsomely colored; flesh yellow, of fine texture and of excellent flavor; good shipper. Very produc-



TUSCAN

tive and highly prized by canners on account of its superior canning qualities. July 10th to 27th.

A number of different types of Tuscan have been developed in propagation. Extensive investigations carried on by us in coöperation with fruit canners the past several years have developed that the fruit from an old orchard in Sutter County of an old type, oblong Tuscan is preferable, not alone for keeping and canning qualities, but also of better orchard performance than any of the other types being propagated. We have since arranged to make all of our propagation from the block of trees in this particular old orchard. Our propagation of Tuscan is of this type.

PALORO CLING—A seedling originated at Gridley some twelve years ago. A fine, large yellow cling; flesh clear yellow to the pit; pit small and round, without spike; flesh of firm texture, fine grained and of excellent quality. Very productive and of equal canning quality to the Phillips. This peach is practically identical to Peaks Cling in every other respect, and is superior to the Hauss and Johnson, in that it is firmer and will ship to distant canneries in better order. For that reason Paloro and Peaks are by canners being given the preference over Hauss and Johnson for the intermission immediately following Tuscan. Ripens August 5th to August 10th.

PEAKS CLING—The description given for Paloro identically describes the Peaks Cling in every detail excepting that Peaks Cling ripens a little later than Paloro, though hardly enough to be called later. If you make your first picking of your Paloro on Tuesday you will make your first picking of Peaks Cling on Thursday or Friday of the same week. We would recommend the planting of an equal number of Peaks and Paloro for the intermission immediately following Tuscan. July 30th to August 15th.

GAUME CLING—Originated by Louis Gaume at Gridley, Calif., some ten years ago. A fine, large, yellow cling; flesh clear yellow to the pit; pit small and round; flesh

very firm and fine grained. Highly prized for its canning quality. This peach is very similar to Peaks and Paloro, is fully the equal of either, and by some is given a slight preference. Ripens with the last half of Peaks and dovetails into the first picking of Sims. It can, therefore, be rated just a few days later than Peaks and a few days earlier than Sims. August 5th to 20th.

McDEVITT—Fruit large, yellow with red cheek; flesh yellow, rich and good flavor; productive and good for shipping. Also a desirable canning variety. Very similar to Runyon's Orange Cling. August 5th to 20th.

SIMS CLING—Tree a vigorous grower and heavily and regularly productive. Fruit large, surface yellow; uniform size, yellow flesh to the pit. Pit small. Flesh fine grained and of excellent flavor. Of equal canning quality to Phillips, ripening during intermission immediately preceding Phillips. August 15th to 25th.

PHILLIPS CLING—A fine, large, yellow Cling; clear yellow to the pit, which is very small; flesh fine grained. Tree thrifty and regularly productive. Preferred by canners to any other late variety Cling.

It is not generally known and not realized by either fruit growers or nurserymen that the Phillips Cling is deteriorating from the true type of the Phillips Cling in the promiscuous successive propagations commonly practiced by nurserymen. This fact has been observed by us for several years, and we propagate our Phillips Cling from a block of old trees of this variety that have an excellent record for productiveness and quality of fruit,

and that are but one generation removed from the original Phillips Cling first introduced, and are in every way true to the original type.

August 25th to September 5th.

McKEVITT—A California seedling introduced by A. McKevitt of Vacaville and recognized today as one of the grandest white Clings. Skin clear, creamy white with delicate blush of red; flesh firm, rich, sugary, highly flavored. As a white canning Peach it has no superior. Good shipper, productive, thrifty grower. Aug. 26th to Sept. 15th.

WHITE HEATH—A most delicious Cling; very large; skin downy, creamy white, with faint blush of red; flesh white, slightly red at the pit; very tender, juicy and sweet. Valuable for canning. September 5th to 20th.



PALORO CLING

LEVI (Syn. Henrietta or Salway Cling)—A fine Cling of large size; surface deep yellow, with shade of deep, purplish red; flesh firm, juicy, sweet. Highly esteemed for canning and very desirable for Eastern ship-

ment. Ripening after the Phillips and prolonging the canning season, they are sought by canners on that account. A good bearer and a profitable variety for planting. September 2nd to 25th.

PEACHES FOR THE HOME ORCHARD

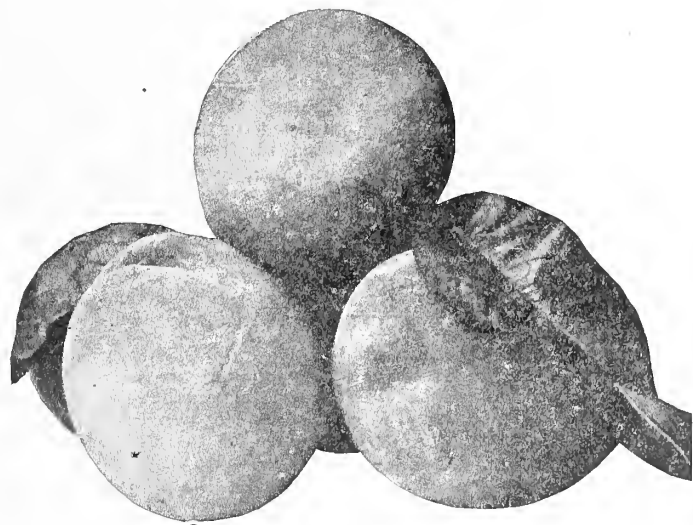
For home orchard, like apples, there is no fruit that will give you the service for your own table or satisfaction as a nice assortment of Freestone Peaches ripening in a succession of varieties throughout the season.

PEACHES FOR EASTERN SHIPMENT

California grown Mid-Summer and late Freestone Peaches are brought into competition on the Eastern market with the Eastern and Southern grown Elberta and other varieties, and on that account are often made to suffer in the prices realized. For that reason we cannot recommend the extensive planting of shipping peaches for Eastern shipment, particularly the Mid-Summer and later ripening Freestone varieties, though for the Pacific Coast markets there are limited possibilities for the profitable planting of the varieties listed as shipping peaches.

Freestone Peaches For Drying and Canning

For canning and drying, the Muir and Lovell are the most profitable. For canning, Freestones are not usually as much desired as Clingstones, but when conditions are right some seasons, the cannery is a profitable outlet for the Freestone Peach. Mainly, though, they should be planted for drying purposes. With the organization of the Peach Growers' Association, the market on the Dried Peach has been stabilized to an extent that makes planting of Peaches for drying a safe and profitable investment.



TRIUMPH PEACH

MAYFLOWER—One of the earliest Peaches. Tree is a strong grower, fairly productive. Fruit medium size, surface creamy white with red cheek. Flesh whitish green, texture firm, flavor sweet and juicy, mainly valued as the season's earliest Peach. May 25th to June 5th.

RED BIRD CLING—A handsome, very early Shipping Peach; white flesh with deep red skin; medium to large; thrifty grower and regularly productive. Valuable for home orchard or early market. May 30th to June 10th.

ALEXANDER—Large, conical; a greenish-yellow, streaked with orange and bright red in the sun; flesh yellowish-white. Its large size and excellent cooking quality make it a desirable market sort; productive and profitable. August 15th to September 15th.

JUNE ELBERTA—Large yellow with crimson cheek. Flesh yellow, sweet and juicy, semi-cling. In beauty, size and eating quality excels the Triumph. Valuable for home orchard and early market. June 12th to 30th.

TRIUMPH—Surface yellow, deeply mottled with red; medium to large; part Clingstone; flesh bright yellow, sweet, juicy and of excellent flavor. A good shipper, sure and regular bearer. Valuable for early market and home orchard. June 12th to 30th.

HALE'S EARLY—Medium to large Clingstone surface white, shaded with red; flesh is white, delicious and juicy. A good shipper and fairly productive. Good Peach for early market and home orchard. June 18th to July 6th.

ST. JOHN—Freestone, medium size to large; surface beautiful yellow with red cheek; flesh yellow, sweet and toothsome; for eating, one of the best of the season. Of excellent shipping quality, productive and we do not hesitate to recommend them as a profitable early Freestone. Some strains of this variety produce small fruit, but trees from which we propagate are of a strain which produces Peaches of nearly the same size as the Early Crawford. June 28th to July 15th.

EARLY CRAWFORD—Medium to very large Freestone; skin yellow with tinge of red; flesh yellow, rich and of an excellent eating quality. Good for canning, drying or for Eastern shipment. This variety is well known and will continue to be a standard, profitable sort. July 10th to 27th.

FOSTER—Medium to large, round Freestone; surface yellow; sweet and juicy. Good for canning, drying or for Eastern shipment. Budding from a strain that is a regular bearer, productive and of excellent quality. For our own planting we would prefer this variety to the Early Crawford. July 15th to 31st.

OPULENT—Medium to large; skin white, marked with crimson dots and blushes; flesh white, firm and juicy. An excellent home orchard Peach. July 15th to 25th.

CHAMPION—Of exceptionally high quality, hardy, white Peach. One of the best white fleshed varieties; regularly productive and a splendid Peach for home orchard. July 20th to 30th.

STRAWBERRY FREE—Medium to large; white with red cheek; flesh white, mottled with dark red near the pit; juicy with a rich, delicious flavor; a very attractive dessert fruit. A desirable variety for home orchard. A good marketable sort also, but not as good as the early Freestone varieties for distant shipment. July 15th to 31st.

ELBERTA—A fine Peach and standard mid-summer Freestone; very large, round, oval, of uniform size and symmetrical; very attractive; surface bright golden yellow, with faint red stripes; flesh yellow, juicy and of delicious flavor. Excellent also for canning and drying. A very prolific bearer; free from gum; not subject to split pit, and very rarely affected by peach moth. July 20th to August 5th.

FAY-ELBERTA—An improved Elberta. Magnificent Peach, and without question one of the best of the whole summer season. This Peach originated from a chance seedling in the orchard of John

Adams, Newcastle. It resembles the Elberta in size, productiveness, freedom from gum, split pit or peach moth. It surpasses the Elberta in color, flavor and eating quality, being large to very large, of uniform size, symmetrical, of rich golden yellow, mottled in deep red; flesh yellow, of firm texture, very fine grain; juicy and of delightful flavor. A splendid Peach for market, home orchard or canning. July 31st to August 15th.

J. H. HALE—A Peach of nationwide fame. Originated by J. H. Hale. Ripens immediately after the Elberta. A very large, handsome Peach; delicious and juicy, beautiful yellow, covered with bright red; practically no fuzz; flesh solid and an excellent shipper. Unquestionably one of the best late mid-summer Peaches for distant shipment; for local market, for home orchard; good also for drying and canning. Being of the Elberta type, this Peach prolongs the season of the Elberta. August 15th to 20th.

MUIR—The best known and most largely planted Freestone Peach in California. A large, perfect Freestone; surface yellow; flesh yellow, dense and sweet; a regular and prolific bearer. The best of all Freestone Peaches for drying and good also for canning. A big money maker. August 1st to 15th.

LOVELL—A California seedling. Large Freestone and almost perfectly round; surface yellow with tinge of red; flesh yellow to the pit; dense and of excellent quality; regularly and heavily productive. One of the best canning Freestones. Lovell and Muir are the combination of varieties to plant for canning and drying, Lovell being a little later than Muir. August 5th to 20th.

SALWAY—A large, perfect Freestone; surface creamy yellow with red cheek; flesh deep yellow, rich and sweet; a good shipper; a good canner and excellent also for drying. A standard late Freestone. Of late years they have not been profitable for market, and are now desirable mainly as a late Freestone for home orchard. September 1st to 15th.

Shipping Plums

Shipping Plums in California are grown to a degree of perfection that is not equalled by those of any other locality, and their peculiar adaptability to the climate and soil of California permits a fairly wide selection of fancy varieties.

During their season of ripening the California Plum is the only fruit of its kind available in the markets of the entire United States and Canada.

However, for eating, the Plum does not enjoy the stable popularity of the apple, the peach, the pear, the orange or the grape. You will eat an apple daily, a peach daily, some grapes daily, or an orange daily and enjoy them all indefinitely. You will eat a Plum once and enjoy it, possibly twice, but you won't repeat on it very often, though you will like them occasionally.

For that reason the demand for the Plum is limited to that extent, and the present planted acreage of this fruit in California will not permit of large expansion.

The Plum can be profitably grown only where you grow them to large size, attractive appearance and market them in a state of good maturity, so that when offered to the Eastern consumer they tempt his eye and please his palate.

Unfortunately a very large proportion of California Plum shipments are picked so green as never to be fit for human food.

Of the varieties we list and propagate, we have selected the best varieties for Eastern shipment, and of these we recommend only conservative planting.



BEAUTY

BEAUTY (Japanese)—Similar in size, quality, texture and appearance to Climax, but ripens over two weeks in advance of Climax and one week to ten days in advance of Formosa. Fruit medium large, heart-shaped; color brilliant red; flesh yellow and of exquisite flavor. The earliest Plum, and being the first on the market, its large size, attractive appearance and good eating quality make it one of the best. Beauty Plums are self-pollenizing, and do not necessarily require interplanting, although, if interplanted with Santa Rosa, Formosa, Gaviota, Wickson or Burbank, they will become more heavily productive, while the other varieties named also will be benefited by their cross-pollination. June 1st to 10th.

FORMOSA (Japanese)—One of Burbank's introductions. Ripens just in advance of Climax. Fruit of large size and fine quality. Is, however, self-sterile, and planted alone is not productive and altogether unprofitable. Experiments carried on by the Department of Agriculture under the direction of Prof. Hendrickson have proven that the Formosa Plum can be successfully pollenized by interplanting with Santa Rosa, Beauty, Burbank, Duarte and Wickson, the Wickson, Burbank and Santa Rosa causing the heaviest setting of Formosa. These findings on the part of Prof. Hendrickson will again justify the propagating of Formosa, and as either Santa Rosa, Beauty, Burbank, Duarte or Wickson are equally desirable Plums, there will be no sacrifice in the interplanting. Plum

CLIMAX (Japanese)—Large to very large; fruit heart-shaped; color bright cherry red; flesh yellow and of good flavor and with delicate fragrance. June 10th to 25th.

SANTA ROSA (Japanese)—Color deep purple crimson with pale yellow bloom. Very large, conical, symmetrical, uniform in size. Flesh yellow with a shade of rosy scarlet near the skin; fragrant flavor, red and delicious.

SANTA ROSA (Japanese)—Color deep purple crimson with pale yellow bloom. Very large, conical, symmetrical, uniform in size. Flesh yellow with a shade of rosy scarlet near the skin; fragrant flavor, red and delicious.

WICKSON (Japanese)—Large, heart-shaped; in ripening their color develops from a cherry red to a brilliant claret as full ripeness is attained; flesh amber colored, very juicy and of an agreeable flavor. A very attractive Plum; an excellent shipper and a good seller. Tree a strong grower and a fairly good bearer. This variety always commands a good price. Wickson is not self-pollenizing. Is valuable, however, for pollenizing Formosa. Can be interplanted with Beauty, Formosa, Gaviota and Santa Rosa, all good varieties, and will increase productiveness of Wickson. July 15th to August 1st.

DUARTE—A fine, large Plum, very similar in size, color, texture and appearance to Santa Rosa, ripening with Kelsey. Fruit large, conical, surface purple crimson; symmetrical, uniform in size; flesh yellow with a shade of scarlet; fragrant, juicy and of a delicious spicy flavor. Duarte is self-pollenizing. Is valuable for increasing the productiveness of Gaviota, Wickson and Formosa. Ripens July 10th to August 1st.

KELSEY (Japanese)—Very large, heart-shaped; surface dark green, mottled, changing to a rich yellow, tinged with red when fully ripe; flesh yellow, very firm and, when fully ripened, of splendid eating quality. The Kelsey sells well on all Eastern markets, and is particularly desired on the markets of New York and Boston by produce exporters supplying the Atlantic steamers with fruit for both going and return voyages; are largely used for cold storage and marketed during the holiday season; are bought also largely for export to the European markets. This Plum is in great demand and for the reasons named is one of the most profitable sorts. It is a fairly regular bearer and profitable for planting. Interplanted with Beauty, Duarte and Santa Rosa, its productiveness can be increased. July 20th to August 10th.

SATSUMA (Japanese. Syn. Blood Plum)—Large, conical, very nearly round; surface dark red under a thick bloom; flesh dark purplish red, firm, juicy and of good flavor; pit very small. This Plum has a fair demand on the market. Is much desired by many housekeepers for home preserving, and while a few trees would be desirable for an assortment, yet we do not recommend them for commercial planting. July 25th to August 5th.

GRAND DUKE (European)—Very large, oval, surface dark blackish purple; covered with a thick, deep blue bloom; flesh firm, greenish yellow and of good eating quality. Valuable for pollenizing Tragedy. August 5th to 15th.

PRESIDENT—Very large, oval, dark purple, covered with a deep bloom; flesh yellow, firm, of sub-acid flavor. Very similar in appearance to Grand Duke. Ripens immediately following Grand Duke. Tree a strong grower and productive. August 10th to 20th.

Prunes

Prunes are a staple article of diet, not alone with the consuming populations of the United States and Canada, but are used very largely in the export trade, and on the European markets have a monopoly of the fancy grades and large sizes, the European grown Prune not coming up in quality and size to the high standard of the California product.

Of the varieties listed, French is more largely used than any other, and can be named as the best, with Imperial, Robe de Sargeant and Sugar as next choice—and all good.

At a meeting of the California Prune and Apricot Growers' Association it was determined by their Board of Directors that taking the entire planting of Prunes as a whole, approximately 85 per cent should be planted to French, 5 per cent to Imperial, 5 per cent to Robe de Sargeant and 5 per cent to Sugar. In many localities, however, the entire planting is to the French, so that in those localities where the Robe de Sargeant and Imperial are regularly productive, and those localities adapted also to the Sugar, growers are safe in planting any proportion of Imperials, Robe de Sargeant or Sugar, according to the adaptability of their location that they desire.

Budwood for our propagation of French Prunes is furnished us by the California Nurserymen's Bud Selection Association from specimen trees of an old orchard in Sutter County of the true type of French Prune, having for a long period of years an exceptionally good record for heavy productiveness, true type and quality of French Prune, and having over a long period of years made averages of from fifty-five to fifty. This orchard of French, for trueness to type, for quality of fruit, for size of fruit and regularity of productiveness can be rated 100 per cent desirable.

One of the executive heads of the Prune and Apricot Growers' Association states:

"In my conversation with growers, I am generally recommending to the majority the planting of French Prunes, but I am not advising against smaller plantings of other varieties of their choice. The sizes below 30s produced in Imperials, Sugars, etc., are not equal to French quality, and with larger production I fear this fruit would only sell at a differential in price. Furthermore, THE FAME OF THE CALIFORNIA PRUNE WAS FOUNDED ON FRENCH PRUNE QUALITY.

"Consumers everywhere are beginning to call for intermediate sizes of French to escape other varieties."

The Prune that the trade demands, the Prune of best quality and productiveness and of largest net income per acre, is a good type of the true French. This we have in the orchard first referred to, from which our propagation is made.



GAVIOTA

TRAGEDY (California Seedling)—Medium to large; oblong, purplish blue, with a beautiful deep blue bloom. Freestone. Flesh greenish yellow, sweet, juicy and very delicious. Tree a remarkably strong grower, but an intermittent bearer. The Tragedy is a great favorite in the Eastern markets, and sells at remunerative prices.

Tragedies are not self-pollenizing. Experiments carried on by the Department of Agriculture on our own properties show that the Grand Duke will successfully pollenize Tragedy. Both being equally desirable Plums, they can be interplanted for pollenization without sacrifice. June 15th to July 1st.

GAVIOTA (Japanese) — Ripens with Wickson. As large as Wickson. Pit exceedingly small. Fruit when fully ripe is a deep red, flesh



SANTA ROSA

It has been the custom of some California nurserymen for a number of years to designate certain seedling prunes of doubtful parentage as "Improved French", "XXX Improved French", "AA1 Improved French", "Improved 219", etc., to 9,999. This stuff is all bunk. When SOME nurserymen run across a seedling prune of large size (it may be a seedling of Imperial, or Robe, or Sugar, or of French, crossed with some one or the other of the first named)—a seedling prune of large size having any resemblance to French—he immediately exploits it as one of the seven wonders in Prundom as an "Improved French", without any regard either to establishing its history for productiveness or to its quality as a Prune, which latter two phases are of all importance.

No Prune yet has been discovered for propagation that is the equal of the old, true type French in quality of fruit or productiveness.

Our Imperial, Robe de Sargeant and Sugar are propagated from good types in each of these varieties, known for productiveness, good size and quality of fruit.

ROOT STOCKS FOR THE PRUNE

Many growers are planting Prunes on Myrobolan root on locations where Peach root would be preferable.

On any soil adapted to the growing of Peach root, such as on shallow, hillside locations, well drained valley loam, or well drained creek and river bottom locations, where the drainage is good and the soil not water-logged for any period, Prune on Peach root is always preferable.

On any location adapted to Peach root, Prunes on Peach root average a little larger size, will come into heavy productiveness just a little earlier, and will be just as long lived as on Myrobolan root.

Prune on Myrobolan root should be employed on heavy loam locations of slow drainage, adobe, or on bottom land locations subject to excessive moisture.

Prune on Almond root should be employed only on dry hillsides not under irrigation, of good depth of soil, and where it is desired that the roots penetrate to moisture.

IMPERIAL (European, Imperiale Epineuse)—Fruit large, uniform size; surface violet purple with dark blue bloom; flesh greenish yellow and exceedingly sweet; pit small. It ripens two to three weeks earlier than the French. Surpasses French in size. Is a Prune of good quality, though in quality and sweetness no Prune is the equal of French. On account of its large size dried and good quality as a Prune, it sells always at a long premium. Tree a strong grower. While Imperial in some localities is inclined to alternate bearing, the type we propagate from is markedly more regularly productive than the old Imperial, though fully the equal of the old Imperial in size and quality. July 30th to August 15th.

FRENCH PRUNE (European, Petite Prune d'Agen)—Fruit medium size to large; egg shaped; sweet, rich and sugary. Tree a strong grower and exceedingly heavily and regularly productive. This is the standard variety for drying and has been more extensively planted than any other, and has probably distributed more dollars among California growers than any other single individual variety of fruit. In quality of fruit it has no equal in any other Prune. This variety has made the California Prune famous, and on its merits has established the demand for the California Prune in every market of the world against all competitors. The old Petite Prune d'Agen first introduced in California is still pre-

ferred. The type we propagate is from selected trees of the true type of an old orchard having over a long period of years an exceptional record for regular and heavy productiveness, good quality of fruit and large average sizes. August 25th to September 15th.

ROBE DE SARGEANT (European)—Of large size; oval; skin deep purple covered with thick, blue bloom; flesh greenish yellow, sweet, well flavored, sugary, rich and delicious. In districts where regularly productive, on account of its large size and excellent quality as a Prune, it is deemed of equal desirability with Imperial. August 15th to 25th.

SUGAR PRUNE (European)—Ripens a month earlier than French Prune. This fact is a desirable feature. It averages a high percentage of sugar in the fresh fruit, and dried will average larger in size than the French Prune. Tree is a vigorous and strong grower and regularly productive; fruit large, oval; surface dark purple, covered with a thick white bloom; flesh yellow, tender and rich. A valuable drying variety and in some seasons in great demand at remunerative prices as a shipping Plum on the Eastern market. Sugar Prune interplanted in alternate rows with Imperial stimulates the productiveness of Imperial. July 20th to August 10th.

On account of pear blight in the Pear growing sections of the Eastern and Northwestern States, Pears are not being extensively planted. For that reason California, on those locations where the pear blight can be controlled, will continue to enjoy a monopoly in the production of this fruit, likewise of the standard varieties of Fall Pears.

In California the Coast valleys are practically immune from pear blight, or, at the most, have little difficulty in controlling it, while on the interior foothills and lower mountain locations pear blight is readily controlled and is not a menace.

On the floor of the Sacramento and San Joaquin Valleys, however, we do not recommend the planting of Pears south of San Joaquin County or north of Colusa and Sutter Counties.

This gives to Pear growing a wide range of adaptability in districts either immune from blight or where the blight can be controlled. Bartletts should be more largely planted than any other variety, being the only variety used for canning as well as for drying.

Fall Pears enjoy a wide range of distribution at profitable prices, and should be more largely planted than they have been, and in your Pear planting, particularly if you are planting in the Coast valleys, the foothills or lower mountain altitudes, a proportion of 25 per cent to 40 per cent of your planting in Beurre d'Anjou, Beurre Bosc, Comice, Winter Nelis, Easter Beurre, Beurre Hardy or Beurre Clairgeau will diversify your Pear crop and will all be profitable.

Of the varieties named, Beurre d'Anjou, Beurre Bosc and Winter Nelis are more largely planted, though some of the other varieties are equally desirable, depending upon their adaptability to your IMMEDIATE LOCATION.

ROOT STOCKS FOR THE PEAR

Japanese Pear is immune to woolly aphid attack, and is partially resistant to blight; will not, however, endure wet feet as well as the French. On any location where the drainage is good, and that you would rate adapted to Peach root, Pear on Japanese root is preferable to any other.

On poorly drained soil or wet pockets, Pear on Japanese shows nearly the same susceptibility to sour sap as does peach root.

On any location subject to long periods of excessive moisture or of poor drainage, such as a heavy adobe soil, or the heavy, tight loam of the coast valleys, Pear on French root is preferable.

Where a dwarf tree is desired, Quince root, double worked on Beurre Hardy, is the right combination.

We have observed that Pear on Japanese comes to heavy productiveness practically one year earlier than Pear on French. Some growers have claimed two years earlier. Several, however, one year earlier, and on soil adapted to Japanese root this is a considerable advantage.

COMET (Syn. Lawson)—A fairly desirable early Fall Pear. Medium to large size. When ripe, color crimson on yellow background. Eating quality fair. Should be planted only in early districts. June 15th to July 1st.

WILDER—Medium size, flesh firm and sweet. When ripe is a

dark crimson on yellow background. Should be planted in early districts only. June 20th to July 1st.

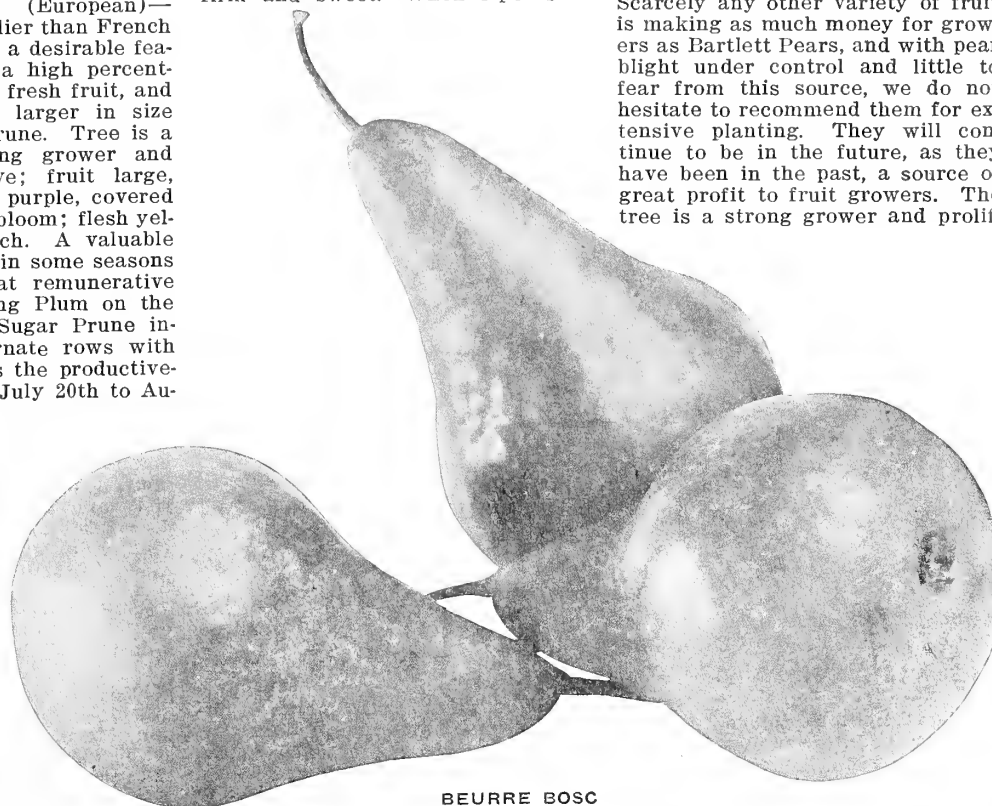
BARTLETT—The King of Pears. The best for Eastern as well as local markets; the best for canning and the best for drying. The merits of this fruit are well known. Scarcely any other variety of fruit is making as much money for growers as Bartlett Pears, and with pear blight under control and little to fear from this source, we do not hesitate to recommend them for extensive planting. They will continue to be in the future, as they have been in the past, a source of great profit to fruit growers. The tree is a strong grower and prolific.

Pears

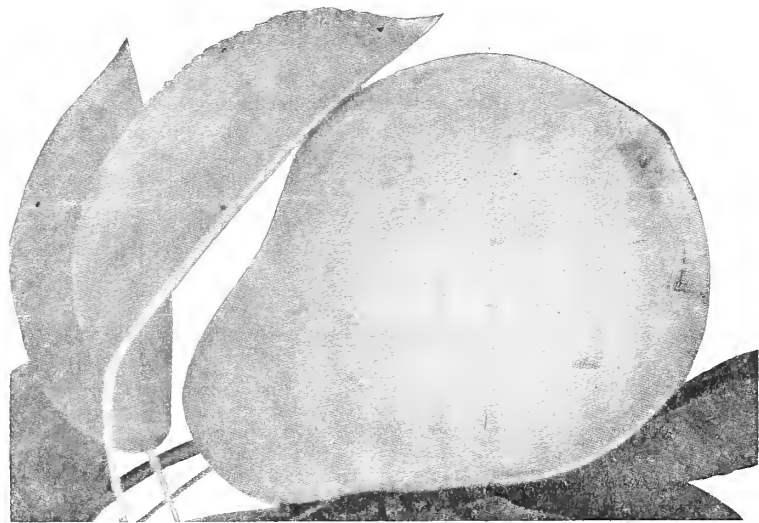
California Bartlett Pears ripen in advance of the Eastern and Northwestern grown Bartlett, and during their season have a practical monopoly of the markets of the United States and Canada.

Eventually also, with the establishment of refrigerator steamer service by the Canal to the various European Markets, this monopoly will extend to Europe and South America as well.

The California Bartlett attains a degree of perfection not equalled by the Northwestern or Eastern grown Pear, and where consumed to be eaten out of the hand, canned or dried, they enjoy to a very large degree a monopoly of all markets, and are as regularly profitable as the best of any fruit.



BEURRE BOSCO



BARTLETT

ic; fruit large, smooth, clear yellow, sometimes with delicate blush; flesh white, fine grain, juicy, buttery and delicious. Their season extends from July 1st to September 15th, according to location.

BEURRE CLAIRGEAU—Large pyriform; when ripened color yellow, covered with russet dots; flesh yellowish, sweet, juicy and slightly granular; splendid for dessert. Tree very hardy; very prolific and a regular bearer. This variety does not compare in quality with the Bartlett, yet owing to its being a regular and sure bearer, and owing to the fact that it immediately follows the Bartlett and when the demand for Pears is still at its height, they sell at remunerative prices. Its season extends from August 15th to September 15th.

BEURRE HARDY—Large, long oblate, sometimes pyriform; skin greenish with thin, brown russet; flesh white and of a rich, slightly

though in many localities more regularly productive than Comice. September 1st to October 15th.

DOYENNE DU COMICE—Large, roundish pyriform; greenish-yellow; ripening, becomes a fine yellow shaded crimson and slightly marked with russet spots; flesh white, fine, melting, aromatic. A French Pear of quite recent introduction. Has been successfully grown by the A. Bloch Fruit Co. of Santa Clara, and also in some sections of the Pacific Northwest. Its large size, good keeping quality, fine grain and exquisite flavor make it a great favorite on the Eastern market for the holiday trade. Tree vigorous and in some localities regularly productive; in others inclined to alternate bear-



BEURRE D'ANJOU

sub-acid flavor; tree strong grower, productive. Sept. 5th to Oct. 1st.

BEURRE D'ANJOU—Large, pyriform; skin greenish, sprinkled with russet; sometimes shaded with full crimson. Flesh white, melting, juicy and of the finest flavor. Held in equal esteem with the Comice,

ing. October 15th to November 15th.

BEURRE BOSC—Large, beautiful russet sort; long neck; melting rich flavor; very productive. Fully the equal in eating quality of Bartlett. One of the most regularly and heavily productive of Fall Pears. A

splendid Fall fruit, used largely in export trade. Should be more largely planted and in our own orchards we are planting heavily to this variety. September 15th to October 15th.

WINTER NELIS—Medium, roundish, oblate, yellowish-green dotted with gray russet, and a good deal covered with russet; flesh yellowish white; fine grained, but watery, very melting and full of rich, sweet, aromatic juice. In eating quality equal to the Bartlett. We propagate

from a strain of Winter Nells producing exceptionally large fruit. October 15th to November 15th.

EASTER BEURRE—Very handsome; pumpkin shaped; flesh white and when ripened, fine grain, juicy and rich flavor; will keep until March; most delicious for dessert and, on account of its long keeping quality, a valuable market sort, though not very extensively grown. Tree a rapid grower and a very abundant bearer. October to March.

Nectarines

The Nectarine is a most delicious fruit, requiring the same culture as a peach, from which it differs by having a smooth skin like a plum. The mellowness of the pulp, combined with its rich, sweet, aromatic flavor, renders it especially desirable as a dessert fruit, or for canning and preserving. Dried, it is deemed the equal for profit and desirability of the Muir or Lovell Peach.

HUMBOLDT—Large, bright yellow with red cheek; flesh yellow, sweet and pleasant flavor; free-stone. The leading yellow-fleshed Nectarine. August.

STANWICK—One of the leading varieties. Large size; flesh white, tender, juicy and of a delicious flavor; skin greenish-white and shaded

with reddish-purple in the sun. Fine table variety; good for drying, preserving and shipping. Middle of July.

NEW WHITE—Large; skin greenish white; flesh white, tender, juicy; stone small and free. A good drying variety. Middle of July.

Walnuts

Walnut growing in Northern California has been overlooked by the majority of planters. This, on account of the shy bearing and the tendency to blight of the Santa Barbara softshell and Old English Walnut varieties, although in some localities even these have been regularly productive. Recently, however, with the introduction of the later blooming Franquette and Mayette of the French varieties, experience has shown that in many localities in Northern California—where the depth of soil and drainage are favorable to Walnut culture—Walnuts can be successfully, and in many cases more profitably, grown than in the famous Walnut growing section of Santa Barbara County in the south. In many localities of the north there are now groves of Franquette, Mayette, Eureka and Payne's Seedling that are full bearing, regularly productive and very profitable.

Walnuts will endure for generations and continually increase in productiveness. A fair income from a Walnut grove in full bearing is from \$200.00 to \$400.00 per acre.

Walnuts should be planted only on the California Black Walnut Root.

Walnuts should be planted in commercial blocks only where the conditions for their production as to depth of soil, drainage and adaptability are ideal, and where so planted they should be distanced not less than forty to fifty feet and interplanted to some other fruit crop, such as Peaches, that will come into bearing early and produce an income during the twelve years required for the Walnuts to come into heavy productiveness.

We do, however, recommend the planting in every orchard of an avenue of Walnuts along your fence line or leading to your home, or a few about your home and barn for shade, ornament and utility. Nothing will add so much in attractiveness to your orchard, and in value, as a well-kept row of Walnut trees along the boundary or avenue leading to your home, or a small block about your home. They are a splendid ornamental shade tree, and are as profitable as ornamental. For home orchard no selection is complete without a half dozen Walnuts.

FRANQUETTE—The intrinsic value of this French variety is just beginning to dawn on the nut growers of California. It is large, elongated, oval; kernel full, sweet and rich, nutty flavor. The nuts command very high prices. A particularly desirable feature of this variety and the Mayette is the fact that it is a late bloomer, buds beginning to swell about the beginning of April.

MAYETTE—San Jose Mayette of the Wiltz strain. The best late blooming Walnut of the true Mayette type, so named by Mr. Rudolph Wiltz, a pioneer Walnut grower of San Jose. Tree and nut are immune from blight; not subject to sunburn, and on that account are desirable for the interior valleys. The nuts are medium size, with

smooth, thin shells. The meat fills the shells well; kernels are sweet and of real mild, nutty flavor.

EUREKA—Tree remarkably vigorous; upright grower; leaves and blooms three weeks later than seedlings of the Santa Barbara softshell. Nuts are large, elongated, smooth and tightly sealed. A desirable variety for planting in the interior valleys. Regularly productive.

PLACENTIA PERFECTION—The favorite softshell variety in Southern California. Nuts are very large, shell smooth and of uniform size; kernel full, white meated and of excellent flavor and quality. An extremely heavy bearer, rarely failing to produce a good crop. A great favorite in the southland.

PAYNE'S SEEDLING—One of the most popular varieties. Tree a rapid and thrifty grower and an immense bearer of fine quality nuts.

Well suited to deep, moist soil and locations where ample irrigation is available. Nut of good average quality, good size and moderately smooth.

Pecans

Pecans make a splendid ornamental tree for avenue or yard, though for commercial purposes they cannot be recommended for California planting. A few Pecan trees in your yard are nice for ornament and shade, and occasionally will produce some nuts.

STEWART—A standard for commercial orchards. Has all the points for a profitable Pecan; large size and desirable shape; fine ap-

pearance; always well filled and meat of good flavor. A fine ornamental tree for home, as well as for commercial purposes.

Figs

Figs thrive in any soil and under any conditions which favor common orchard trees. The range of soil on which they grow well is very wide, and wherever the Summer temperature is high enough to ripen the fruit and the Winter temperature high enough to prevent the killing of the tree, you are perfectly safe in planting Figs for the general market or family use. In growing Figs for drying, however, great care must be taken in the selection of soils most suitable.

Figs are becoming a staple article of diet in the dried fruit. The demand for them is in its infancy, and with the whole of North America as a market for the California grown product, Fig growing is, and will continue to be, as stable and profitable for the California grower as the best of any other fruit. On account of their wide range of adaptability and productiveness they are a safe investment.

In planting Figs preference should be given to the Mission; it has a wider range of adaptability as to soil, climate, etc.; more regularly productive on all locations; can be grown at less cost per ton-acre. Dried, is gaining in favor each year and is selling at a premium over Smyrna and Adriatic.

Of late years Kadota Figs have been exploited and promoted on many thousands of acres. Kadota are used for preserves only. The demand for this product is limited, and is slow of development. An enormous acreage of Kadota Figs, however, has been promoted without regard to this fact.

{ Realizing this fact, our advice for a number of years has been }
{ to "lay off" of Kadotas. }

CALIMYRNA—Genuine Smyrna Fig; large to very large; skin lemon yellow; pulp reddish amber, sometimes pale amber turning to dark amber just before falling. Seeds large, yellow, fertile, over-spread with a clear, white syrup, giving the fruit a richness and meatiness unsurpassed by any other Fig. Tree of spreading habit, leaves medium to large and five-lobed. Dries readily and with less trouble and expense than any other Fig. Should be planted in conjunction with the Capri Fig, one tree of Capri to every twenty-five of Calimyrna. In California, commercially

adapted only to the upper San Joaquin Valley, and should not be commercially planted north of Merced County.

MISSION—Large black. More largely grown in California than any other Fig. Has a wide range of adaptability from Yreka to San Diego. Tree rapid grower and an early and heavy bearer. Can be marketed fresh, while the dried product is in good demand, gaining in favor, and eventually the Mission will be the most popular dried fig. This old stand-by is one of the best and most reliable for profit.

Quinces

The Quince is adapted to a wide area. They can be planted on ground too wet for Pear, Apple or Myroblan; and they also thrive well on well-drained locations. Ripening in California in advance of the Eastern Quince, they sell on the Eastern market during the height of the home canning and preserving season, and at that time, more than any other, are in great demand for that purpose by the housekeeper.

PINEAPPLE—One of Burbank's productions. The name comes from the flavor, which is suggestive of pineapple. They will cook as tender as the best cooking apple, possessing an exquisite flavor not equaled by any other Quince. Very large size, very hardy; bear young and regularly; ripen September 1st, and on account of their ripening in advance of any other Quince, and at a time when every housekeeper is in the midst of the season's home canning operations, they are subject to a demand on every market that no later ripening Quince enjoys. On the Eastern markets they have averaged for a number of seasons from \$2.00 to \$2.25 per box.

VAN DEMAN—Originated by Luther Burbank. A strong grower,

the hardest, surest and youngest bearer we know, and succeeds farther north than any other variety. Will produce more big, fine flavored, golden fruit than any other

Quince. Delicious for preserves, jellies or Quince syrup. Ripens through a long season and keeps well. We recommend it as one of the best.

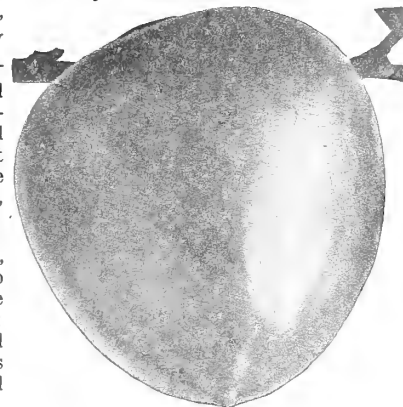
Persimmons

A Japanese fruit that is slowly but surely working its way into popularity. The growing of Persimmons, both for market and for home consumption, is not an experiment as far as the fruit is concerned, but as yet the majority of fruit-eating people have not learned to recognize the good quality of this most valuable luxury. On the markets where it has been offered for several years past, consumers have learned to know its value, and there is an increasing demand for it at remunerative prices. For a number of years it has found ready sale at high prices in the Pacific Coast markets; shipments have been made to England with good results, while those made to Chicago and New York have proven it a valuable acquisition for Eastern shipment.

There are a great many varieties of this fruit. Of these Hachiya the early ripening, and Hyakume, the later ripening, have proven themselves for commercial planting preëminently the best.

HACHIYA—Very large, oblong, conical, with short point; very showy; skin bright red with occasional dark spots or blotches and rings at the apex; flesh deep yellow; sometimes having occasional dark streaks with seed. Astringent until ripe, then very fine. Large and handsome fruit. Tree vigorous, shapely and prolific.

HYAKUME—Large to very large, varying from roundish oblong to roundish oblate, flattened at the ends; skin light bluish yellow; flesh light brown, sweet, crisp and meaty even while hard. It ripens following the Hachiya. A splendid late commercial variety.



HACHIYA PERSIMMON

Table and Raisin Grapes

California Table and Raisin Grapes—being of the Southern European varieties, which can be grown in this country only in California—are so unlike the American varieties grown in other sections of the country that they are a fruit distinct in themselves. They are superior in every way in quality to the Eastern grown American varieties. They are great favorites with the consumer, and are sold successfully in competition with the Eastern grape in every market of the United States.

Being a Fall fruit, Grapes are made to compete with the flood of Apples marketed during this season, but on account of the attractiveness and exceptional eating quality of the California Table Grape, they have proven in recent years, even under enormously increasing production, a staple, profitable fruit.

Table Grapes should be grown mainly in the interior valleys and foothills, where they attain a degree of sugar in ripening that gives them the keeping quality required for distant shipment to the Eastern markets.

The best varieties to plant, according to their adaptability to the district where you are planting, are: Dizmar, Ribier, Tokay, Cornichon, Emperor, Malaga, Red Malaga, Olivette Blanche and Olivette de Vendemian.

TABLE GRAPES—EUROPEAN VARIETIES

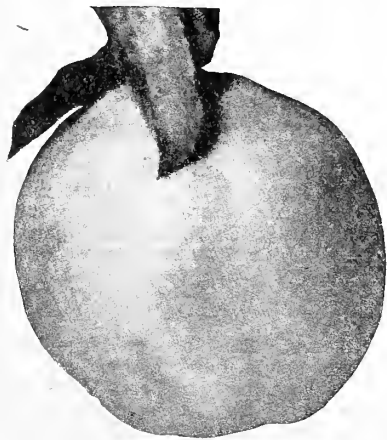
RIBIER—Berries very large, attaining Jumbo size; color intensely black; shape almost round; pulp of firm texture, juicy and sweet. Ripens three weeks in advance of Malaga and two weeks in advance of Thompson Seedless. The earliest high quality Grape. Can be held on the vines and marketed throughout the months of August, September.

DIZMAR—Ripens three weeks in advance of Malaga. Berries amber, medium to large; texture crisp but tender; skin thin but tough. Particularly valuable in that its earliness prolongs the season of the white table grape by three weeks. Superior in quality to Malaga. Can be harvested later if desired throughout the season of Malaga. Will hang to October 1st, and if desired can be used as a storage grape.

BLACK MONUKKA (Sometimes called Black Thompson Seedless)—Being a seedless, black Grape, berries of the shape of Thompson

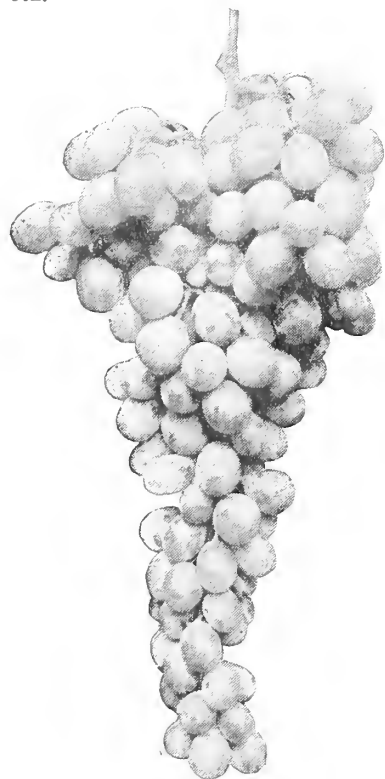


RIBIER



PINEAPPLE QUINCE

Seedless, though a little larger size, berries being medium size, black with blue bloom; pulp very juicy, seedless, sweet, an excellent flavored Grape. July 20th to August 5th.



OLIVETTE DE VENDEMIAN

MALAGA—Bunches very large and compact; berries very large, oval, yellowish-green, with white bloom; thick skinned, flesh very firm, sweet, crisp and of exquisite natural flavor. A very desirable variety for Eastern shipment, and has rapidly displaced the Muscat on the Eastern markets. A good shipper and sells at remunerative prices. A good bearer. August 18th to September 5th.

RED MALAGA—Berries are large, round, firm and of a beautiful sparkling red color. Vine is a strong grower and a good bearer. Ripens during the season of White Malaga. In flavor Red Malaga is superior to White Malaga. Flesh firm and juicy. Matures with the first of White Malaga and will hang on the vines to October 1st. Maturing in advance of Tokay and moving in its last picking during the season of Tokay, its advantages over Tokay are its rare red color, its earliness, its large size and prime table grape quality.

ROSE OF PERU—Bunches large, shouldered and loose. Berry round, large, with firm, sweet crackling flesh; color black, tinged with yellowish green. A good early Grape. A very profitable sort for planting. August 12th to September 5th.

BLUE MALVOISE—Bunches large and loose; berries medium size, reddish black with blue bloom; pulp juicy, sweet and of excellent flavor. An excellent Grape, but inclined to

bear light in certain localities. August 18th to September 1st.

PURPLE DAMASCUS—Bunches large and loose. Fruit very large, oval and of deep purple color; flesh meaty and juicy. A very attractive Grape and a good shipper. August 25th to September 10th.

BLACK MUSCAT—A fine, large, black grape, ripening during the season of the white Muscat. Firm texture and in flavor a peculiar combination of the white Muscat and the Eastern Concord. An unusually fine flavored Grape, splendid for home vineyard and local market. August 20th to September 15th.

RISH BABA (Known as Humphrey's Lady Finger)—Bunches large, well filled and loose; berries large, elongated, yellowish white, thin skinned, of fairly firm texture. Flavor is neutral but agreeable. Ripens in early Midsummer.

TOKAY—Bunches large and compact; berries very large, oblong, red, covered with lilac bloom; flesh firm, crackling and sweet. Used more largely as a table grape than any other variety, and is the standard for profit. August 18th to November 1st.

CORNICHON—Bunches long and loose; berries black, with deep blue bloom; long, oval, with thick skin; flesh firm, crackling and of fine flavor. A very desirable Table Grape, and a good shipper. This variety is gaining favor each year, and we recommend it for extensive planting. September 6th to November 1st.

BLACK FERRERA—Bunches are large and loosely set; berries large and oval; black, with violet bloom; thin skinned; flesh sweet and crackling. A good shipper and a good bearer. A delicious Table Grape, and a valuable market variety. September 5th to October 15th.

EMPEROR—Bunches long and loose; berries large and oblong; color deep rust to nearly black, with faint bloom. Its firmness, rich color and excellent eating quality cause it to be in great demand. A very desirable variety. September 10th to October 15th.

OLIVETTE BLANCHE—Color light yellow; bloom white; slightly transparent; skin thin to tough; berry oval and large; flesh meaty, moderately firm, juicy, pleasing sprightly flavor. Fruit ripens mid-season to late. Keeps and ships well and where desired can be stored in sawdust.

OLIVETTE DE VENDEMIAN—Olivette de Vendemian ripens during the middle of October, and will keep well on the vines until late in the Fall. The bunches are large, conical, loose and well filled. Berries large, ellipsoidal, whitish amber and covered with bloom. Pulp is firm and of good flavor. Admirably adapted for storage in sawdust.

TABLE GRAPES—AMERICAN VARIETIES

WORDEN—Black; bunch large and compact; a proven, tested, most dependable and valuable Grape. Commercially profitable, and for the family vineyard should be given preference over Concord, as it is of higher quality and handsomer—a

richer, glossier black—and is hardier; has a habit of bearing its best crops in the off seasons for Concord.

CONCORD—Black; the old standard; healthy, hardy, vigorous, pro-

ductive; succeeds in localities where others fail; ships well, sells well and is of good quality. The Grape for the millions and a monument to the originator, Mr. Ephraim Bull.

CATAWBA—An old favorite red Grape, but requires exceptionally favored situations and a warm season; in the north it ripens too late for proper maturity; not always dependable. Grown commercially in the Chautauqua grape belt of New York.

ISABELLA—A strong growing variety, especially adapted for ar-bors; bunches good size, some-

what loose; berries quite large, oval, black, covered with a blue bloom; juicy, sweet and rich, with a slight musky aroma.

NIAGARA—Bunch large, uniform, very compact; berry large, mostly round, light greenish-white, slightly ambered in the sun; peculiar flavor and aroma; enormously productive.

MOORE'S EARLY—A most valuable early Grape, combining hardiness, size, beauty, quality, productiveness and earliness among its desirable qualities; berry large, round, black.

GRAPES ON RESISTANT ROOT

We do not propagate any of the Grape varieties on resistant root, but we are prepared to furnish some rooted cuttings of *Rupestis* St. George. These can be planted out in vineyard form and later top-worked to the standard varieties by either budding or grafting.

Oranges, Lemons and Pomeos

Nothing will add so much to the attractiveness and value of your fruit farm or home, nor give you more pleasure than a block of well kept citrus trees. Profitable also for local market, though for extensive commercial planting we do not advocate the planting of the Orange, Lemon or Pomelo in that part of Northern California lying north of Fresno County, though every fruit farm and every home garden should have from a few to several dozen citrus trees in their assortment, and, as stated, nothing that you can plant will add so much to the value and attractiveness of your home.

WASHINGTON NAVEL ORANGE—Well known to every man woman and child. The most extensively planted variety on the market and needs no further description. November to March.

OONSHIU—Deep yellow; flesh very firm, juicy; rind very thin and separates readily. Sometimes called Ladies' Kid Glove Orange. Ripens immediately in advance of Navel and sweetens up earlier than any other Orange.

VALENCIA LATE—Large; reaching the market when all other varieties are gone. Second only to Washington Navel, in the extent of its dissemination. The Summer Orange of California. Ripens from June to September. The equal of Washington Navel

MARSH SEEDLESS POMELO—One of the most popular varieties; nearly seedless; large, roundish; skin smooth, lemon yellow; very juicy and of excellent quality. Most largely planted Pomelo. No home orchard assortment is complete without one or two Pomelo trees, which in the years to come will delight your breakfast table.

EUREKA LEMON—Tree nearly thornless, of rapid growth and prolific bearer; fruit medium size; sweet rind; a good keeper; few seeds; very popular, especially in coast regions.

VILLA FRANCA—A strong growing variety; thornless, or nearly so; fruit oblong, juicy and nearly seedless; withstands lower temperature than any other variety.

Raspberries

HANSEL—Medium to large; color bright crimson and of excellent flavor; firm and for distant shipment is one of the best and the earliest. May 22d to June 15th.

KING—Of good size; color bright scarlet; a fine eating quality and an excellent shipper. June 1st to 28th.

CUTHBERT—Dark red berry of delicious raspberry flavor. A good shipper and one of the best for market. June 10th to July 1st.

Strawberries

DOLLAR—This berry combines every qualification of a good, marketable variety. It will ship to points three days distant. Large, highly colored, symmetrical. No other berry known can be so satisfactorily shipped to distant localities as this, and no other berry is more prolific or better adapted to the home garden. First crop April 28th to June 5th; second crop June 11th to October 1st.

OREGON PLUM—A fine, large, conical berry. Originated in Oregon, and being extensively planted as an early market variety, ripening ten days in advance of the Dollar. Very large, highly colored, symmetrical and fine strawberry flavor. Strong plant and prolific. First crop ripens April 20th to May 15th. Second crop ripens June 10th to August 1st.

Loganberries

One-half raspberry and one-half blackberry. They are as large as the largest blackberry; of the same form and shape, but of a bright red color, and contain both the flavor of the raspberry and blackberry, having a very vinous flavor not found in any other fruit. Raw, when fully ripe, it is excellent for the table; also excellent stewed, and for jelly and jam it has no equal. May 20th to June 19th.

Phenomenal Berries

All that can be said of the Loganberry is applicable to this berry, excepting that the Phenomenal is of larger size and of superior quality to the Logan. May 20th to June 19th.

Blackberries

LUCRETIA DEWBERRY—The earliest and best Blackberry; soft, sweet and luscious throughout; the best for putting up; very prolific. June 1st to July 5th.

LAWTON BLACKBERRY—Large, black and of excellent eating quality. One of the best late Blackberries. June 25th to August 15th.

CORY THORNLESS—A fine, large, early maturing Blackberry, similar in shape and size to Mammoth, but of very much better texture, flavor and quality; also firmer and will better endure distant shipment. Canes are practically thornless. A remarkably strong grower and very prolific producer. Would advise planting Cory Thornless in preference to Mammoth. In fact, we deem them the very best early Blackberry.

Currants

CHERRY—Very large; deep red; fine for preserving, and a valuable market variety.

FAY'S PROLIFIC—A new Currant which has well sustained the claims of the disseminator. It is larger than the Cherry, has less acid and is much more prolific.

PERFECTION—A cross between Fay and White Grape, retaining the valuable characteristics of both. Beautiful bright red, larger than Fay, holding its size to the end of the bunch; easy to pick; a superior

berry, less acid and of better quality than any other large currant under cultivation.

WHITE GRAPE—Large, yellowish white. Valuable for the table.

Gooseberries

DOWNING—Fruit good size; oval, color whitish-green; skin smooth; flesh soft, juicy and good; an upright and vigorous grower.



OREGON CHAMPION

OREGON CHAMPION—Berries very large, brownish-red; very sweet and fine for table use and pies. A very profitable bearer.

1925 OBSERVATIONS

By J. E. BERGTHOLDT

CONSTRUCTIVE PROGRESS

The California fruit industry this Fall of 1925, in all its branches, is in better status than for several years past—evidence of the sound basis on which the consumption of the specialty products, in which California enjoys to a large degree a monopoly, is founded; evidence also of progress in marketing, manufacturing and productive methods and in the potential possibilities of its future development.

The industry will grow and prosper to the degree that there is applied, on the part of its various branches, collectively and severally, modern merchandising methods to increase consumption, and to increase the efficiency of both wholesale and retail distribution.

The period of depression just passed was the direct result of abuses in quality of product, in price and lack of efficiency in modern merchandising.

The present recovery is evidence of soundness and corrective progress in marketing.

UNINTELLIGENT PLANTING

The individual farmer has suffered more from unintelligent planting, as a result of either mainly unscrupulous land promotion or lack of knowledge as to the adaptability of varieties to the location where planted, than from any other cause.

As a result there have been planted many thousands of acres of all of the staple food products that are not, and never can be, made to pay a profit, yet, on the other hand, there are in California today many thousands upon thousands of acres of unimproved land, that, planted to some staple fruit product according to the adaptability of the individual location, will pay a larger return than if employed in the production of any other crop.

SOIL AND ADAPTABILITY OF PRIME IMPORTANCE

Of prime importance, therefore, is that your land be of a right degree of fertility, that you have sufficient water for irrigation, or, that you are located where the annual rainfall is sufficient for normal quality and quantity production, also that your frost hazard be no greater than average.

Of still greater importance, however, is, that you intelligently select the one, or several varieties, to which your location is particularly adapted.

These features being intelligently determined, there is no investment you can make in agriculture as safe and profitable as the planting of a commercial orchard.

NO CARRY-OVER IN SIGHT

The 1925 production of all varieties of Canned Fruit, of Prunes, of Dried Peaches, of Dried Pears, Almonds, Walnuts, etc., is rapidly going into consumption, with the assurance that the crop of 1926 will not be burdened with a carry-over in any of these staple lines, while values are stabilized on a basis of profitable production,

PLANTING OF STAPLE TREE FRUITS A SAFE INVESTMENT

So whether you are planting Prunes, Drying Peaches, Apricots, Cling Peaches, Cherries, Pears, Black Figs, Almonds, or Walnuts, according to the adaptability of your location, and on land that will assure you both quality and quantity production, the prospects for profitable land improvement have never offered a greater degree of assurance.

A WORD OF CAUTION

Raisins, on land primarily adapted to Raisin growing and where the tonnage production is good, will require several years to accomplish a complete recovery, while there are now upwards of one hundred thousand acres of Raisin vineyard that, on account of light production, can never be made profitable and that, of necessity, must either be converted by grafting or replanted to other crops.

In the Table Grape, on account of the heavy increased production, with not one dollar spent in modern merchandising to increase consumption, the present production will, to a degree, experience some hard going until by the application of better modern merchandising methods the consumption will have been sufficiently increased to consume the present tonnage.

This does not apply to the production of the several sawdust varieties, such as Olivette de Vendemian, Olivette Blanche and Emperor, for which, as a result of the embargo on Spanish importations, there are great potential possibilities, nor does this not apply to the production of Ribier, the earliest known large black quality grape, and the Dizar, the earliest known large white quality grape, in those districts of the Upper San Joaquin Valley where early maturity is assured.

As to Juice Grapes, aside from any question of ethics, they are a gamble. As long as their distribution is not interfered with by the local and Federal prohibition enforcement authorities there is no doubt but what their production on a profitable basis will permit of large expansion.

As to Citrus, their commercial planting should be limited to regions south of Tehachapi and the acreage, therefore, adapted to profitable commercial Citrus growing is exceedingly limited. North of Tehachapi Citrus should be planted only for local market or for home garden. A few well kept Citrus trees add to the attractiveness and enjoyment of every orchard property.

As to Figs, the Kadota, an entirely new commercial product, with no volume of consumption developed, has been enormously overplanted and, from the first, we warned the planter of this probability, realizing that the preserved Kadota was an entirely new commercial product and the development of its consumption would be a slow process, requiring years before a consumptive demand could be developed for the thousands of acres that were being promoted and planted.

For many years also we have given preference to Black Mission over Adriatic and Calimyrna, and the present status of the Fig industry, in these four varieties named, is evidence that our judgment in each instance was correct.

Shipping Plums for eating are not a staple fruit like the Peach, Pear, Apple or Grape, and

as such their volume of consumption is limited, and it is our opinion that the present planted acreage of this fruit in California will permit only of very limited expansion.

The Plum can be profitably grown only where you grow them to large size, attractive appearance and can market them in a state of full maturity, so that when offered to the Eastern consumer they tempt his eye and please his palate.

Apples, on account of the competitive production from the Northwest and every other State in the Union, should be planted only for home orchard or local market.

RESUME

In the planting, however, of the other specialized fruit and nut products, in which California enjoys a practical monopoly, such as, Apricots, Peaches (canning and drying), Cherries, Pears, Almonds, Prunes, Black Mission Figs, Sawdust Grapes, Ribier and Dizar Grapes in the early districts, Walnuts, etc., either for canning, drying or fresh fruit marketing, if your land is of good fertility and you have either sufficient natural moisture or water for irrigation, and the varieties you plant are ADAPTED TO YOUR PARTICULAR LOCATION—orchard planting on these lines always has been, is now, and always will continue to be a safe investment.

MERCHANDISING TO INCREASE CONSUMER CONSUMPTION AND THE EFFICIENCY OF WHOLESALE AND RETAIL DISTRIBUTION

For many years I have advocated the EFFICIENCY OF A COLLECTIVE EFFORT on the part of all of the specialty fruit, nut and vegetable products of California to increase consumption, on the part of the individual consumer, and the housewife, and the efficiency of the wholesale and retail distribution.

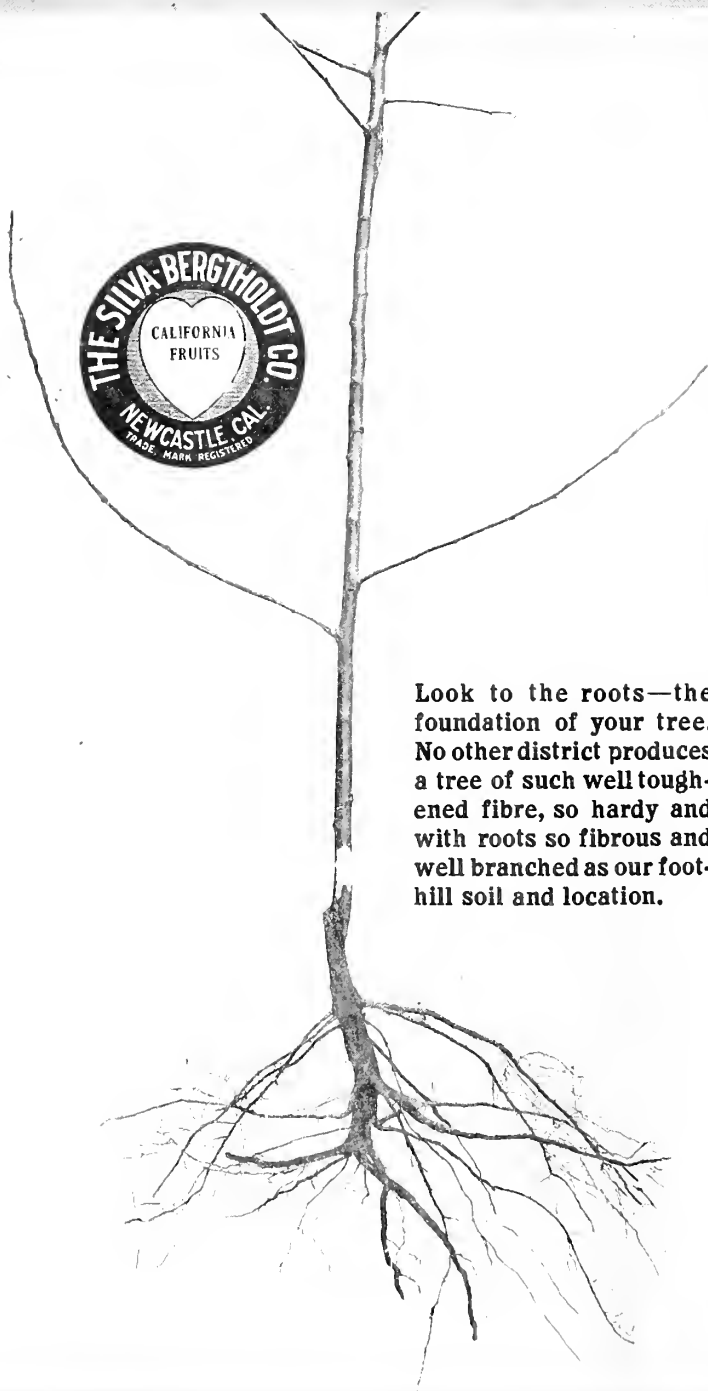
I have also endeavored to impress upon the industry the fact that all branches engaged in the production of these specialty products are intimately correlated one with the other.

Unfortunately the facts I have promulgated, though proven by the experience of every successful industrial effort in other lines, are economically apparently years beyond the conception and understanding of the rank and file of the industry, as well as of its main factors, and will only be brought to fruition (human nature being as it is) by the process of evolutionary progress bought at the price of adversity.

The losses sustained by the fruit growers of California during the period of depression just passed, brought on, not by overproduction, but by sins of commission as well as of omission, have cost the California Fruit Grower in dollar losses, aside from depreciated land values and endless tribulation, tenfold more than would budget the progressive measures I have heretofore promulgated, while the experiences of the past few years have proven the economic soundness of these contentions.

However, on the part of the individual branches of the industry, much progress is being made in standardization of quality and values, in better manufacturing and marketing methods and in the larger application of modern merchandising.

This is evidence of sound growth and an assurance to the commercial fruit grower.



Look to the roots—the foundation of your tree. No other district produces a tree of such well toughened fibre, so hardy and with roots so fibrous and well branched as our foot-hill soil and location.

THE SILVA-BERGTHOLDT CO.
NEWCASTLE, CALIFORNIA